

PRINTERS' INK

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304

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THE UNIVERSITY
of the
Station

B. A. I. S. 1922 with
N. W. Ayer & Son

Advertising Writing

The advertising of the EVERSHARP Pencil has always been exceptionally well done. Naturally, when The Wahl Company, of Chicago, decided to put their account in our hands we were bold enough to hope that we could evolve an advertising presentation that would, metaphorically, add unto the perfume of the rose and increase the beauty of the lily.

It is particularly easy to become hugely enthusiastic over the EVERSHARP Pencil and its running mate, the WAHL PEN, with its all-metal barrel. Not in the whole category of pencils and pens is to be found the equal of these Wahl products. No personal writing equipment is perfect until these two master writing instruments are possessed.

EVERSHARP advertising has graduated from its first successful efforts to sell the public the mechanical pencil idea. It is now focused on selling the distinct and exclusive advantages of EVERSHARP.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO

New York Interborough Car Cards and Posters Advertise —

FOOD PRODUCTS 	BONDS & REAL ESTATE 	CLOTHING 
BEVERAGES 	TOILET PREPARATIONS 	HARDWARE 
MEDICINES 	THEATRES 	CONFECTIONERY 
TRAVEL 	TOBACCO 	AND MANY OTHER THINGS 

2,887,956 DAILY RIDERS WHO READ
INTERBOROUGH SUBWAY AND ELEVATED ADVERTISING
Controlled By **ARTEMAS WARD, INC.**
50 UNION SQUARE, - NEW YORK

8, 1922

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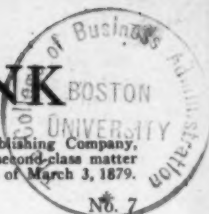
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VOL. CXIX

NEW YORK, MAY 18, 1922



Getting the Buyer's Interest in the First 30 Seconds

Personal Salesmanship Must Follow the "Rules" of Advertising

By Britton Ashbrook

FOR almost a year now, each Friday has seen the same four New York sales managers lunching together. The length of the Friday lunch hour is a standing joke with their respective associates. But the helpfulness of the following week's sales bulletins is a standing marvel with their respective sales forces.

Any one of these four would tell you that never has his grip on his men been so sure as in the last twelve months; that never before has he so incisively met puzzling situations; that never before have his decisions been so quick and so sound.

Each feels a renaissance of his powers.

Each feels, too, that any other small (mind you, small) group of equal individual ability can turn on the same spigot of fresh power and new inspiration.

For these Friday meetings are simply friendly forums on current problems which, however, must be common to the four different lines represented.

Let's see how the scheme worked out in one typical case.

Sales manager No. 1 (hardware) brought up a problem which he expressed about as follows:

"Recent trips with several of my men have impressed on me one common fault. The interest in our sales talks is buried well down in the middle of the talk, smothered by commonplace openings. What four out of five of

our force need is something interesting to say in the first thirty seconds. They need to do what we try to do in our advertising. Lately I have sat by while buyers fiddled with papers on their desks; while buyers signed letters; while buyers fidgeted with boredom.

"Now, I want to help my men develop such interesting 'openers' that even naturally bad listeners will be surprised into eager attention."

To make a long story short, the group began to throw upon this problem the light of its combined experience. How well the four men illuminated their subject you may judge for yourself by reading the following, which is practically a verbatim quotation of a bulletin that was mailed the next Monday to forty-five hardware salesmen:

One of the questions that has puzzled me for years is this: "How can I start my sales talk so that the buyer *wants* to hear more; so that if I should suddenly stop talking he would urge me to go on?"

Now, in the past I have tried several standardized openings. But I have learned, to my sorrow, that hardware buyers are not all cast in the same mould. Their ears are differently tuned. John Smith perks up at introductory remarks that find Tom Brown quite deaf. Again Jones's interest must be piqued in a still different way.

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So, all in all, it seems to me that the greatest development of each of us demands, in part, that we be *interesting* very early in our talks. And if my own experience is a guide, each of us needs a quick facility in deciding with each buyer *what* will quickly interest him.

Lately I have burdened my mind with this subject: I have succeeded, happily, in inducing a number of others to unburden theirs.

So we will find here, not standard rules for catching attention; not copy-book maxims about how to start a hardware-selling talk, but, rather, we will find reports of several ways in which salesmen in other lines have been, at times, able to quickly interest peculiarly bad listeners.

In the measure that each of us is ingenious and adaptable we will be helped by the following incidents—every one of which illustrates the value of getting the interest right up in the front of the sales talk.

LETTING THE ADVERTISING SPEAK FIRST

R. N. covers the Nebraska territory for a Western manufacturer of gloves and gauntlets. During 1921 the advertising featured three new numbers. Salesmen were expected to sell more of these numbers than of any others. But ordinary methods failed to interest R. N.'s biggest customer. He preferred, he said, to stick to the old numbers on which he had already built up a trade. This customer refused to pay proper attention to the advertising of the special numbers or to sales talk about them. That is, he refused until R. N. forced his attention by the following simple method:

R. N. arranged a meeting in his sample room. Instead of displaying on his table the usual twenty-five or thirty numbers, he laid out only the three heavily advertised numbers. And further, he attached to each sample with a *safety* pin a proof of the latest advertisement featuring that number.

Politely, but firmly, R. N. declined to get out the entire line

until his buyer had inspected the three numbers displayed. "What's the idea," asked the merchant, "of pinning these advertisements right onto the gloves?" That was the one question R. N. was waiting for. It gave him his chance to explain, to a curious and interested buyer, that for purposes of advantageous retail selling the advertising was just as much a part of the gloves as was the leather; that people bought the *reputation* of a glove just as much as they bought the glove itself.

In this case the salesman forced the buyer to pay attention to the advertising. In another instance advertising forces the buyer to pay attention to the salesman.

A Western scale company built its whole advertising campaign around this central theme: "X scales are honest scales. The grocer who uses X scales is an honest grocer. Look for the sign such grocers display."

While this campaign is *ostensibly* directed at customers, it is really written to grocers. Through it runs a strong vein of innuendo.

Now, some years ago, when X scale salesmen used to talk technically about scales, they found great difficulty in arousing any *quick* interest. Nowadays they forget scale technicalities and excite interest in the first few seconds of the talk by *reading the advertisement out loud*.

These advertisements are *written to be read out loud* to grocers and to catch quick interest. They do!

Our own salesmen, we hope, will originate some equally ingenious way to use our advertisements in arousing quick and eager attention.

PRUNES—CAR LOTS

About two years ago an Omaha merchandise broker hired J. C. to specialize in the sale of dried fruits. The trade soon began to congratulate the broker on his new salesman. The start was indeed auspicious.

But as time went on it became evident that J. C. was not a quantity salesman. In the prune-selling business real profit comes only from straight car-lot orders. But

Beech-Nut Peanut Butter



BEECH-NUT Peanut Butter! There's love in the name. At the very first taste, you'll want to spread it thick between the largest slices. So creamy and smooth, so delicious, so wholesome; so appetizing. That, too, it comes in glass jars which keeps it fresh and pure. Keep some always handy in the pantry in three sizes large, medium and small.



BEECH-NUT PACKING COMPANY
"Foods of Finest Flavor"
Cincinnati, U.S.A.

The advertising for Beech-Nut "Foods of Finest Flavor" is prepared by this agency

THE H. K. McCANN COMPANY

Advertising

NEW YORK CLEVELAND SAN FRANCISCO TORONTO



all of J. C.'s cars were pool cars. J. C. was worried and with reason.

From the firm's canned goods specialist, known on the street as "Car-load Carter," J. C. sought advice. He received it—along these lines:

"I believe your chief trouble is this: You don't shock your buyers; they like you all right; as a matter of fact some of them have told me so. They want to give you business, too. But you make it too easy for them to give you small orders. Isn't it true that you ask for only small business? If you'll start asking for big orders you may get them."

The advice sounded good—so good that by its practice J. C. sold seven cars of prunes in one week. Here's how he did it.

Before approaching a buyer, J. C. estimated that particular wholesaler's requirements of prunes for an entire season. Jobber "A," for example, could use ten cars. To "A," then, J. C. would say: "Mr. 'A,' I want to talk to you about the biggest single prune purchase you've ever made; I want to talk to you about a ten-car order."

Buyers were shocked out of their complacent attitude. Buying 100 boxes of prunes was something less than a routine transaction. But ten cars! That naturally made a man sit up straight in his chair. When a salesman begins to talk about a ten-car order you cannot insult him with a 10-box order. He isn't that kind of a man.

A certain publisher wanted to plant a marketing thought in the minds of a group of manufacturers. So he successfully maneuvered to become the first speaker at the next luncheon of the manufacturers association.

Through bad management the secretary called on the publisher for his speech just as the salad course was being served. Waiters were bustling noisily about. Dishes were clattering. Conversations were buzzing everywhere. The publisher, an experienced speaker, knew that to secure attention he must throw a bomb.

He rose and fairly bellowed:

"Gentlemen, your costs are too high!"

Forks paused half-way to mouths. Every diner was all eyes and ears for the speaker—for he had leaped headlong and without warning into the one problem which was making these manufacturers walk the floor of nights.

HE MADE HIS BUSINESS IMPORTANT BUSINESS

M. K. is a salesman for a Chicago manufacturer of a very expensive package-wrapping machine. He was sure that a certain St. Louis firm could profitably use a \$25,000 installation. But several talks with the purchasing agent got him no farther than a polite "No."

One day M. K. called the president on the telephone, asked and received permission for a short interview. At first the chief executive said: "Mr. K., you will have to take that matter up with our purchasing agent. I have delegated all buying to him."

"But," responded Mr. K., "I don't want to talk about buying or selling now. I want to talk about a fundamental and far-reaching change in your whole manufacturing policy. If your purchasing agent has authority to make a decision involving a drastic change in your methods, why of course, I will see him. But I approached you because I had imagined that only you could sanction what I am going to suggest."

Of course the president talked and . . . but orders are another matter. This bulletin deals with getting a buyer's ear—not getting his order.

The point is this: In talking to an important man M. K. stated his errand in its most important terms and got quick and eager attention.

THIS MAN "SAYS IT WITH PHOTOGRAPHS"

After years of mediocre success, an insurance friend of mine has recently jumped into front rank. His favorite policy is an endowment at age 65. He has

(Continued on page 177)

"Direct to the Consumer"

in this case applies to the advertising messages in

NEEDLECRAFT MAGAZINE

The women who subscribe regularly to this magazine—a million strong—are not subjected to as many distractions as those whose favorite magazine is conducted in a lighter vein or the content of which is more diversified.

Get your message to these million women direct.

"One Woman Tells Another"



OF THE EARTH
THE SUBSCRIBERS
TO NEEDLECRAFT
OVER ONE MILLION
OF THEM

Member A. B. C.

How Industry Can Avoid Summer Depression

It Rests with Manufacturers to Carry Out the Plans of the President's Conference on Unemployment

By Edward Eyre Hunt

Assistant to Herbert Hoover, Secretary of Commerce

WHEN the Conference of Unemployment, called by the President, adjourned in October of last year it left a standing committee to carry out its recommendations. One of these recommendations called for a study of methods for controlling the business cycle—that recurring procession of booms and slumps which afflicts our business. What these movements mean can be guessed from the fact that in the past twenty years we have had five depressions. Things were dull in 1903, there was a depression in 1904, improvement in 1905, boom in 1906-07, depression in 1908, activity in 1909-10, a minor depression in 1911, gain again in 1912-13, depression in 1913-14, improvement in 1915, uncertainty in early 1916, then the war boom, interrupted after the armistice, 1918-19, then the post-war boom, and finally the depression of 1921.

The quantitative study now being undertaken by a subcommittee of the Standing Committee, of the Unemployment Conference under the chairmanship of Owe D. Young, vice-president of the General Electric Company, examines among other proposals for stabilizing employment, long-range planning of public works; long-range planning of construction and maintenance work by private employers; unemployment insurance and unemployment prevention by Government agencies; depression insurance by private employers; employment offices, public and private; out-of-work benefits by labor organizations; financial devices for controlling the business cycle; and improvement of statistical indexes of employment and other "business barometers."

These recurring periods of inflation and deflation in general business are intimately reflected in each individual business, and each individual manufacturer needs now to study his own business cycle. The organizations which have done this in the past have reaped prompt benefits. Some of these are the Dennison Manufacturing Company, the American Radiator Company, and the American Telephone & Telegraph Company, but a rapid survey of American business shows more than fifty other examples of intelligent anticipation of the business cycle by American business men. It is worth noting that this intelligent anticipation results not merely in greater security on the job for the employees—and, of course, the President's Conference on Unemployment is interested in that—but also it has resulted in profits to the employer at a time when other people's business was in the doldrums.

TO STRAIGHTEN SEASONAL CURVES

The larger movements of business booms and slumps are not the whole story. In every calendar year there are important seasonal movements and intermit-tencies of operation.

Generally speaking, the summer months, with their slackening of activity, and the vacations, which interrupt the flow of business, are followed by the busy autumn period; after the rush of the holidays comes another dull season. Building, of course, slows down in winter, manufacturers of agricultural implements have their maximum number of employees in the late winter; automobile building falls off in the autumn. Hosiery, garments, shoes have

More and more automobile manufacturers are learning that it pays best to have direct factory representation in Brooklyn because Brooklyn dealers have demonstrated that they are the boys who sell the cars.

And the Standard Union is a part of the selling force.

R. F. R. Shulman

two peaks of employment a year—early spring and autumn. Twice as many factory workers are idle in Massachusetts and New York State, for example, at the end of March as at the end of September of the same year.

According to the report of the Committee on Elimination of Waste in Industry of the Federated American Engineering Societies, "practically all industries are in a sense seasonal," and "show a high unemployment or idleness once a year or oftener." Like the cyclical movement over seven- to ten-year periods, these seasonal waves are controllable within limits. How far they are controllable the business man cannot say until he tries. Miscalculation of demand, more than anything else, intensifies the upward and downward movement of business. Intelligent anticipation of demand, then, will do more than anything else to bring the movement under control. Intensive analysis of markets and extra sales effort must be started today if summer is not to slow down the momentum which business has already gained.

RESTS NOW WITH BUSINESS HEADS

Executives individually can do this and profit by it. The number of industries which have done something in this direction in the past is large, but the work for America as a whole is only in its beginnings. There are examples in the manufacture of men's and women's clothing, in corset making, art embroideries, paper specialties, glass making, shoe making, and tool making, and in the marketing of meats, dried fruits, nuts, etc., all of them seasonal. The important point to realize is that unless the American business man has studied his business over a period of many years and is laying his plans accordingly, he is missing something this year, and by that much is the helpless victim of so-called "blind economic laws." Intelligent anticipation of demand is the only way forward.

If every manufacturer would start in tomorrow to study his sales in terms of volume, and then

would use the money he is spending for sales effort to control that volume intelligently during the period just ahead, it would help materially to a constantly increasing better business, instead of the usual summer slump.

Collectively the American business man can do even more. It will take time, but he can deal not only with management inside his business, but with some of those social and economic forces that affect him from the outside. What Herbert Hoover is doing for business executives with the statistical services of the Department of Commerce deserves the strongest possible support of the American business man. He is making important business decisions daily. Practically all these decisions must be based on information or what he thinks is information, plus judgment. The best information available often is none too good. If every executive could have before him the important facts in the case, his decisions would be that much wiser and the number of mistakes made would be that much smaller.

Mistakes in judgment by those responsible for commercial and industrial decisions are costly things in the United States. In the year 1921, 19,652 manufacturing and trading companies went into bankruptcy, with liabilities totaling over \$627,000,000. Practically every one of these failures was the result of mistakes in judgment. How many others skated close to the brink but did not topple in, we shall never know, but the collective waste of labor, capital, and natural resources must have been in the billions.

That is where the study of "Unemployment and Business Cycles" undertaken by Mr. Young's Committee may be depended upon to help. This study will not be completed until next autumn but already the value of collective action in modifying the evils of booms as well as slumps is evident. The general policy of holding back construction work in boom periods and of expanding plants and equipment in dull periods will enable the business man to take advantage of

The Youth's Companion

is read by ALL the Family
averaging Five + members



**MEN read
The Companion**



**WOMEN read
The Companion**



**BOYS read
The Companion**



**GIRLS read
The Companion**

AN analysis of 206 advertisements appearing in The Companion within ten weeks shows the following facts:

***MEN were appealed to
in 102 of the Ads.***

***WOMEN were appealed to
in 129 of the Ads.***

***BOYS were appealed to
in 89 of the Ads.***

***GIRLS were appealed to
in 54 of the Ads.***

This bears out our claim that The Youth's Companion is published for and read by ALL the Family — Men, Women, Young People.

It costs no more to reach this Family of Five-Plus members than the individual reader of a periodical published for *Men only* or *Women only* or *Young People only*

The Youth's Companion
Boston, Massachusetts

New York Office:
1701 Flatiron Building

Chicago Office:
122 So. Michigan Blvd.

lower costs than is now the case, when the builder competes with production of consumable goods in overbidding for both material and labor. This is only one of several practical proposals, all of which have the same end in view—the good of American business.

Let me sum it all up in a few words:

(1) The business swing has started upward this year.

(2) There is special need and desire on the part of business men to keep it going up:

(3) This can be done only by wise anticipation of the seasonal and cyclical movements in each business concern and a determination not to permit the upward swing to be arrested.

J. H. Newmark with Durant Motors

J. H. Newmark, who was advertising manager of the Chevrolet Motor Co. for several years, and who has recently been a member of the advisory board of the General Motors Corporation, at Detroit, has been made advertising manager of Durant Motors, Inc.

Louis H. Frohman, who has been advertising manager of the Durant company, will be engaged in special work for the organization.

"The Agricultural Digest" Changes Ownership

The Agricultural Digest has been taken over by The American International Publishers, Inc., New York. It will be consolidated in June with *The Field Illustrated and System on the Farm*. Beginning with July, the title of the latter journal will be simplified to *The Field Illustrated*.

Stanley F. Ellsworth with Chicago Agency

Stanley F. Ellsworth has joined the staff of Stavrum & Shafer, Inc., Chicago advertising agency, as contact executive. He was formerly sales manager of the Glidden Nut Butter Company, Chicago, and later general manager of the Palmine Company, New York, manufacturer of oleomargarine.

Allen B. Wrisley Account with Potts-Turnbull

Allen B. Wrisley Company, Chicago manufacturer of perfumes and Olivio soap, has placed its advertising account with the Potts-Turnbull Advertising Company, Chicago. No definite plans regarding the placing of copy for this account have been made.

O. S. Kimberly Heads Magazine Representatives

At the annual election meeting of the Representatives' Club, New York, on May 15, O. S. Kimberly of *Dun's Review*, New York, was elected president. He succeeds C. W. Fuller of *Photoplay Magazine*, who was elected a member of the board of directors.

A. M. Carey of *Hearst's International* was elected first vice-president; A. L. Cole of *Popular Science*, second vice-president.

C. S. Plummer, Jr., of *Metropolitan*, was re-elected treasurer, and George L. Alpers, also of *Metropolitan*, was re-elected secretary.

The other members of the board of directors in addition to Mr. Fuller, elected at this meeting are: Ralph Blanchard, *Vogue*; A. J. Gibney, *Munsey's*; W. R. Jenkins, Jr., *Comfort*; W. L. Biery, *McCall's*; Roy F. Williams, *Scientific American*, and N. Cholmeley-Jones, Paul Block, Inc.

After the annual election the club heard an address on the relation of direct-mail advertising to an advertising campaign in national periodicals by W. B. Griffin, advertising manager of Holmes & Edwards Silver Co., Bridgeport.

Millers Consider Educational Campaign for Flour

The Millers' National Federation at its annual convention at Kansas City, Mo., May 29 to June 2, will consider a national educational advertising campaign on the food value of wheat flour.

An advertising committee of which G. A. Breaux, vice-president and sales manager of the Ballard & Ballard Co., Louisville, Ky., is chairman, will submit a report to the convention on the possibilities and cost of such a campaign. This committee has been seeking information for its report on the two following questions:

"(1) Whether the consumption of wheat flour can be increased through advertising and (2) if so, would the increase justify the expenditure necessary to accomplish it?"

P. L. Atkinson with Physical Culture Corp.

P. L. Atkinson, formerly promotion manager of *Cosmopolitan*, has joined Physical Culture Corporation, New York. He will edit and produce a new weekly publication for that organization. The name and purpose of this new publication have not been announced.

Metropolitan Life Insurance Account for Hawley

The Metropolitan Life Insurance Company, New York, has placed its account with The Hawley Advertising Co., Inc., also of New York. A campaign in national periodicals, starting in August, is planned.

8-page Copy Used in Record Sale

J. N. ADAM & CO. of the McCreery Co. Associated Dry Goods Group—one of Buffalo's largest Department Stores, used Eight Pages in one issue of the *Buffalo Evening Times*, the first and only 8-page copy ever placed by one store in any Buffalo daily newspaper.

Result:

The Biggest Spring Sale ever conducted by J. N. ADAM & CO., both in the number of individual sales and cash totals, and the largest Spring Sale ever held by any Buffalo store.

90,000 **THE BUFFALO TIMES** 110,000
Evening Sunday

New York **VERREE & CONKLIN, Inc.** Detroit
Chicago San Francisco

*The above statement authorized by
J. N. Adam & Co. and will be verified by them.*

Collier's

THE NATIONAL WEEKLY

get a copy

In Collier's for May 20:

HEIRS OF THE KINGDOM

By William Slavens McNutt

MY SON'S EDUCATION AND MINE

By Bruce Barton

ON TIPTOE

By Stewart Edward White

NOT MONEY, BUT MEN

By W. R. Basset

THE BRAVE ILLUSION

By Robert C. Benchley

NOTHING BUT THE BEST

By George F. Worts

WHAT AUTOMOBILE DRIVERS WANT

By Dr. John A. Harriss

UNCLE HENRY

On the Irreconcilables

EDITORIALS

The World Is Watching

Make Them Worth Something

How Many Miles?

Oils

Fashion Note

Just Plugging

The Over-Reformers

CARTOON BY J. N. DARLING

"The most comfortable way to slip through life is to be like everybody else.

"Many respectable people undoubtedly think so; they enter their infant children in swell preparatory schools, and in socially acceptable colleges. They say to their babies in effect: 'There is to be no element of chance in your career, my boy; no surprise, no hole in the fence through which you might break out in some new and unexpected direction. Here is a picture of you at ten, at twenty, at thirty, at forty. You will look just like every other boy in your social group, think just like him, act just like him.'"

—from "My Son's Education and Mine"
in Collier's [for] May 20

Collier's
THE NATIONAL WEEKLY



Baltimore Retail Shops Influence Out-of-town Buyers

THE retail radius of Baltimore contains more than a million people. The retail shops catering to this clientele have become models more or less for thousands of out-of-town merchants who come here for wholesale buying but linger to study these shops and get ideas for their own establishments.

The Hub is one of Baltimore's great retail establishments specializing in Ready-to-wear merchandise of every description.

To this creed, posted in every department of the store, is due, perhaps, much of the success which they enjoy:

"We're going to sell somebody something once in a while which will not turn out right—we're only human. But when that does happen, we're not going to let you keep it—for our sake as much as yours."

One reason why the national manufacturer finds the Baltimore market so productive is because of the ability of such stores as The Hub to feature and create demand for nationally advertised lines. Another reason is the thorough, business-creating way with which he can reach the buying homes in this radius.

He knows that the NEWS and AMERICAN give him density circulation as well as quality circulation. He knows that his message in these two papers—with their combined circulation close to 180,000—is read by the buyers in almost every home in and near Baltimore.

With this sort of backing, the active selling of a product in Baltimore's retail stores is almost a guarantee that the out-of-town merchant will want to stock it in his own establishment.

The combined rate for the NEWS and AMERICAN is 30 cents daily for 1,000 lines or more, Sunday 35 cents; Sunday American Rotogravure, 35 cents per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.

The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a web
Advertising Manager

J. E. LUTZ
Western Representative
Tower Building
Chicago

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Treasury Department Issues Rule That Restricts Advertising of Honest Accountants

New Regulations Governing the Recognition of Attorneys and Agents Practicing Before Bureaus Places Honest Advertisers and Crooks in the Same Category

ACCORDING to news just received from Washington the present moment years earnestly for somebody with clear eyes and clarion lungs who can thunder forth a definition of advertising of such sparkling clarity that even those who never heard of advertising before will understand it.

In a bulletin dated April 25, 1922, and known as Department Circular No. 230, issued by the Treasury Department and signed by Secretary of the Treasury A. W. Mellon, we read:

Advertising by enrolled attorneys or agents which describes their capacity or ability to render service as enrolled attorneys or agents is forbidden. Letterheads, business cards, and insertions in directories, newspapers, trade journals, or other publications should set forth only the name and address of the attorney or agent and a brief description of his practice. The description should not do more than state the nature of the attorney's or agent's business, that is to say, whether he practices as an attorney, accountant or agent and, if desired, any special field of service or practice covered.

The promulgation of this rule by the Treasury Department has been expected for some time. In PRINTERS' INK of November 3, 1921, it was reported that the legal staff of the Treasury Department had it in preparation. The American Bar Association, the American Institute of Accountants and the Bureau of Internal Revenue have

been combining their efforts to have the rule adopted. They have been successful. The rule has been passed. Therefore, it is to be supposed all three bodies are happy and imagine that the evils which

the rule has been framed to correct will at once disappear.

This medieval assumption—that legislation, or royal edict, or papal bull can make bad people good by passing laws to prevent good people from becoming bad, when the good have no desire to become bad—is as vicious as it is fallacious. Quite an amazing circumstance in connection with the matter is that the signature of Sec-

retary of the Treasury A. W. Mellon is affixed to the ruling, as though his long experience as a business man and banker has been completely forgotten and discredited. He is now as Secretary of the Treasury saying something which is about equivalent to the following, had he said the following when he was a business man: "Because the advertisers of quack remedies and fraudulent securities have used advertising to mislead people, therefore all honest advertisers, such as the H. J. Heinz Company, and others, as well as all the dishonest ones, must not print more than their names, addresses and a brief description of their businesses in their advertisements hereafter."

Among the sixty-three corporations in which Andrew W. Mellon, of Pittsburgh, was a director before he became Secretary of the Treasury, are the following. A number of these concerns have used advertising, which, if it had contained no more than "name, address and a brief description" of the company's business might not have built up a business that anyone would care to be a director in.

Aluminum Company of America
Aluminum Cooking Utensil Co.
American Locomotive Co.
Carborundum Company.
Crucible Steel Co.
Gulf Oil Corporation
Koppers Company
Pennsylvania Railroad Co.
Pittsburgh Plate Glass Co.
Standard Motor Truck Co.
Standard Steel Car Co.

The action of the Treasury Department in promulgating this utterly futile and misleading rule calls for prompt and vigorous protest from every honest user of advertising. Bulletin No. 230 was probably signed as a matter of department routine. It can be withdrawn, or amended. The bulletin provides in paragraph No. 12: "The Secretary of the Treasury may withdraw or amend at any time or from time to time all or any of the foregoing rules and regulations, with or without previous notice, and may make such special orders as he may deem proper in any case."

The rule was issued because there are in Washington and elsewhere unscrupulous lawyers, accountants and others who have been advertising their services to the public in an unethical manner. Some of them have implied in their published advertisements that they occupy an official capacity or have an official connection with the government or some of its departments, and that by reason of past official connection or personal association they are able to obtain information or consideration that is not available to the public.

Again, there are other attorneys and accountants whose advertising sometimes implies when it does not openly state that they could save business firms and individuals money on their income tax returns. "Let us audit your income tax returns," they say in effect. "It is probable you are making a return on many items which should not be reported. We can save you money."

Is it right for attorneys, accountants and others to advertise that way? Most assuredly not. It is wrong, unethical, misleading, dishonest, and every advertisement of whatsoever kind that offers or implies that it can offer a service of that sort should be suppressed and prohibited.

Right. We are all agreed thus far.

The Treasury Department ruling referred to attempts to do that. If it did it effectively and stopped there, all would be well. We did

not quote the whole rule. Here is the rest of it:

The use by attorneys, agents or others of adjectives or other terms which might imply official capacity or connection with the Government or any of its departments, is specifically forbidden.

The solicitation of claims or other business as attorney or agent for others before the Treasury Department by circulars, advertisements or other means, including personal letters, communications or interviews not warranted by previous business or personal relations with the persons addressed, is forbidden. Advertising or solicitation, which makes any suggestion of previous connection with the Treasury Department or acquaintance with its officials or employees, or any reference to the fact of enrollment, is specifically forbidden.

Statements or implications to the effect that an attorney or agent is in position by reason of past experience, past official connection, or personal association with the Treasury Department or any officials or employees thereof, directly or indirectly to influence the disposition of business in the Treasury Department, and statements or implications to the effect that the agent or attorney is able to obtain information or consideration that is not available to the public in regard to such business, are forbidden.

Under the Canons of Ethics of the American Bar Association all advertising by attorneys-at-law is considered unethical. The New York Stock Exchange has always looked with disfavor upon advertising by its members. Doctors and dentists regard advertising by members of their profession as one of the earmarks of the charlatan. Banks formerly held advertising to be a cheap device and its use quite beneath the dignity of the better class of banks. And not so many years ago practically all reputable business institutions preferred to abstain from advertising on the ground that it was principally used by those who sought only to hoodwink the public into parting with its money for worthless articles or non-existent considerations of value.

The growth and development of modern advertising has brought about a tremendous expansion of business that has provided enormous opportunities for banks, for attorneys and accountants, for doctors and dentists, for technical men, for educators and for scientists. Could some of the great

business enterprises that have been built up by means of advertising be done away with over night it is fairly certain there would be precious little work left for a great many banks, lawyers, accountants and professional men.

Public sentiment toward advertising is changing. The man who says that advertising will not be used by members of the learned professions in the years to come is ignorant of advertising's rise and development.

During the war the United States Government used advertising to facilitate a variety of war-time activities and to sell Liberty Bonds. There was no other way to reach the public quickly except through advertising. The Government accepted the services of artists, designers, printers, lithographers, and advertising men, and did not decline donations of space in many publications and other advertising mediums. The United States Government should know before all other organizations and individuals whether honest, constructive, educational and business-like advertising is in any sense "unethical," whether it is used by the federal Government to sell Liberty Bonds, the Red Cross to raise money, or an expert accountant to describe his services.

With a stupendous exhibit of commercial and economic benefits surrounding us on every hand, with the published advertisements of tens of thousands of legitimate business enterprises, educational institutions, city, State and federal Government departments, banks, churches, cities, countries, railroads, labor organizations and associations of every sort, appearing in periodicals of every class and description, with millions of dollars being spent yearly for the exploitation of many commendable products and services through the use of booklets, letters, cards, signs, car-cards and posters, the Treasury Department of the United States, because of the unethical practices of the dishonest few, seeks to take away from the honest many the opportunity to educate, to serve, and to strengthen

the forces that are helping to make this country what it is.

The new ruling of the Treasury Department means that many firms of expert accountants, among whom are a number of national advertisers, to say nothing of thousands of local advertisers, will not be allowed to use on their "letterheads, business cards, and insertions in directories, newspapers, trade journals or other publications" anything in addition to their names and addresses and a brief description of their practice. "The description should not do more than state the nature of the attorney's or agent's business, that is to say, whether he practices as an attorney, accountant or agent, and if desired any special field of service or practice covered."

There is now running in a number of business publications of national circulation a campaign of advertising by Ernst & Ernst, certified accountants, with branch offices in twenty-five or more cities. Ernst and Ernst through their firm members and tax accountants are enrolled agents and represent claimants before the Treasury Department. Their advertising has been a constructive force in building sound business. According to paragraph 6, of Department Circular No. 230, this firm must omit everything from their published advertisements hereafter, as well as letterheads and business cards, but name and address, and a brief description of its practice, such as "Audits—Systems—Tax Service." A recent advertisement of Ernst & Ernst, entitled "Profit," follows:

The life and vitality of all business is profit.

Success depends upon it. It is the compelling interest in the simplest transaction—the dominant thought in the greatest commercial enterprise.

And yet, one-third of the three hundred thousand manufacturing concerns in the United States, it was estimated prior to the war, earned no profit above normal interest on their investment. And 90 per cent of that three hundred thousand did not even know what it actually cost to produce their products.

Blind business! Ignorance and guesswork in the place of knowledge—so easily obtained through the application of simple and sound methods of cost accounting, more necessary today than ever before.

With material and labor cost changing overnight, sales volume fluctuating, prices indefinite, markets uncertain—safeguard your profits.

Exact knowledge of costs, based on facts and figures, and intelligently applied by an experienced and competent organization is the only means of insuring profits—

The only basis on which to increase profits—

The only guarantee of profits.

This advertisement is signed:

ERNST & ERNST

Audits—Systems

Tax Service

(List of Branch Offices)

Ernst & Ernst, if they comply with the Treasury Department ruling must omit from all advertisements hereafter everything but their signature and that which immediately follows it.

Seidman and Seidman, another firm of certified public accountants with branch offices in many cities, have been national advertisers in newspapers for a number of years. Through its advertising campaign this firm has been advocating certified public accountancy service in general for the good of business. The character of the advertising is about as "ethical" and disinterested as any professional man could wish. A typical advertisement follows:

There are approximately three thousand public accountants practicing in the State of New York.

Of this number about five hundred have been certified to by the State as having passed rigid tests covering training, ability and experience. The certification is probably the highest form of endorsement that can be given since the standard of the Empire State is unusually high.

Service by New York Certified Public Accountants is service by professionals whose ability and experience have stood the test of rigid requirements.

Tax matters have been discussed in many Seidman and Seidman advertisements. This is the subject that has caused the Treasury Department to overlook the fact that the number of honest, expert accountants and attorneys in the country excels the dishonest ones ten thousand to one. Because a few dishonest ones have been telling the public through advertising that they are qualified

through personal acquaintance with the Treasury Department to render effective service to those who have claims against the Government, or that they will probably be able to save money for firms or persons by auditing their income tax returns, therefore all honest accountants and attorneys are forbidden to say anything in their advertisements except a brief mention of name, address and business.

An advertisement published by Seidman & Seidman on the subject of auditing income tax returns follows:

To file your tax return is one thing; to be confident of its accuracy is another.

The belief exists among some taxpayers that the mere filing of a return based upon the figures that their books reveal is sufficient both for the taxpayer and the Government.

The real stamp of assurance comes with the filing of a return prepared by C. P. A.'s whose analysis of the books and records is based on sound accounting principles and whose interpretations of tax liability is based on a complete knowledge of tax requirements.

When the Secretary of the Treasury of the United States is unable to distinguish the difference between the advertising of clean, honest services—advertising with a broad educational mission—and the advertising of the shyster and the crook, it is time for somebody who is able to see the difference to point it out.

The new ruling of the Treasury Department places the advertising of the honest accountant and the crook in the same category. Are the honest advertisers of the country to understand that because a good thing can be misused by an unscrupulous person, therefore good things must not be used hereafter by anybody?

In the interests of fair dealing, let the Treasury Department rewrite paragraph 6 of Department Circular No. 230 soon, and write down instead a rule that will encourage honest accountants and others who practice before the Department to continue their work of empire-building through advertising which has done much to help prosperous business continue to be prosperous and have taxes to pay.

Sell Your Food Products to the Families of Philadelphia

Philadelphia, the third largest city in the United States, is renowned as the City of Homes.

There are more than 390,000 separate dwellings in the city limits, not to mention the vast number in the suburbs and outlying sections peopled by those who work and do business in Philadelphia.

"Keeping house" in Philadelphia includes getting meals at home instead of dining out. That is one of the reasons why Philadelphia is one of the best retail markets for Food Products.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of The Philadelphia Bulletin is one of the largest in America.

Net paid daily average circulation for April, 495,232 copies a day.

No artificial methods of stimulating circulation are used by The Bulletin.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Veree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—125 Pall Mall, S.W. 1.

Paris—5 rue Lamartine (9).

Changing a New

A bed is only as comfortable as its springs: an obvious fact, but one neglected before the Manhattan-Rome Bed Company began its *De Luxe Bed Spring* campaign.

Advertising *exclusively* in the NEW YORK EVENING JOURNAL, this Company was able to reach over a million and a half New Yorkers daily. Sales results showed the good effect of teaching the public to buy bed springs by name.

Before consumer advertising began, fieldmen of the JOURNAL'S Merchandising Service Department called on furniture dealers; display material was distributed. During this successful campaign, *Household Trade News* carried sales stories and two full-page advertisements of De Luxe Bed Springs each month to the 3,000 furniture dealers in this market.

Although it was all in a day's work, Mr. Meyer, Vice-President of the Manhattan-Rome Company, described the co-operation they obtained as "A sort of revelation."

De Luxe Bed Springs

Has Piled up Profits for Many—Why not you?

THE ADVERTISING CAMPAIGN THAT SELLS THE DE LUXE

INTERESTING! YES!

GO IN TO WIN

MANHATTAN-ROME COMPANY
BRIDGE BLDG., NEW YORK CITY

LARGEST DAILY CIRCULATION IN AMERICA

THE NEW YORK

York buying habit

DRANKIN COMPANY
Advertising Service
100 NORTH MICHIGAN AVENUE
TELEPHONE RANDOLPH 6800
CHICAGO

Manager Ser ies Department,
New York Evening Journal,
2 Columbus Circle,
New York, N. Y.

Dear Mr. Hobson:

April 12, 1922

I am in receipt of the package of dealer papers showing the cooperation which you rendered on the Deluxe Advertising account for the Manhattan-Rose Company and I want you to know that I appreciate immensely the manner in which you are working with us for the success of this account.

I have a letter from Mr. Myers, Vice President of the Manhattan-Rose Company today commenting on the manner in which you have worked with them and he is more than pleased with the service you are rendering and says he could not find cause for complaint if he wanted to.

Keep up this good work and call up Mr. Myers occasionally and ask him if there is anything you can do for him. It is a sort of a revelation to him the way you have gone to the bat on this account and you have made good on everything I told him you would do for us in the event the Journal was favored with the business.

Again I thank you.

Sincerely yours,

Mr. H. Rankin Company.

J. H. Rankin
SALES MANAGER

Manufacturers who want to sell goods in New York are invited to write for details of how it can be done.

OVER DOUBLE ANY NEW YORK EVENING PAPER
VENING JOURNAL

April Advertising in Chicago

This statement of display advertising for the month of April, 1922, is striking evidence of The Chicago Daily News' leadership in the six-day field in the following important classifications:

Books - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 12,496 lines.		6 days against 7
The next highest score, The Post, 8,981 lines.		
Churches - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 7,856 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 2,740 lines.		
Clothing - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 211,573 lines.		6 days against 6
The next highest score, The Daily Tribune, 196,950 lines.		
Department Stores -	THE DAILY NEWS	FIRST!
The Daily News, 464,882 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 346,195 lines.		
Educational - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 3,322 lines.		6 days against 6
The next highest score, The Daily Tribune, 2,112 lines.		
Out of the Loop Stores,	THE DAILY NEWS	FIRST!
The Daily News, 68,296 lines.		6 days against 7
The next highest score, The American 23,609 lines.		
Foodstuffs - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 65,892 lines.		6 days against 7
The next highest score, The Daily Tribune and The Sunday Tribune combined, 56,908 lines.		
Furniture - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 71,823 lines.		6 days against 6
The next highest score, The Daily Tribune, 29,881 lines.		
Household Utilities -	THE DAILY NEWS	FIRST!
The Daily News, 12,214 lines.		6 days against 6
The next highest score, The Daily Tribune, 11,017 lines.		
Musical Instruments,	THE DAILY NEWS	FIRST!
The Daily News, 30,288 lines.		6 days against 6
The next highest score, The American, 27,604 lines.		
Real Estate - - - - -	THE DAILY NEWS	FIRST!
The Daily News, 3,888 lines.		6 days against 6
The next highest score, The American 3,340 lines.		
Total Display Advertising,	THE DAILY NEWS	FIRST!
The Daily News, 1,213,987 lines.		6 days against 6
The next highest score, The Daily Tribune, 927,395 lines.		

THE DAILY NEWS

First in Chicago

(Figures furnished by Advertising Record Co., an independent audit service subscribed to by all Chicago newspapers)

Chicago

April, 1922,
Ship in the

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Price Concessions That Hurt Advertising

Watch for the Retailer Who Sells at One Price but Wants to Buy at Several

By A. H. Deute

MANY years ago retail merchants came to realize that the one-price rule was the only safe rule for selling goods. Giving a better price to Mrs. Jones than to Mrs. Brown came to be looked upon as bad practice. For many years, while this period of transition was in existence, retail merchants used to advertise as "The One Price Store," but today the rule is so general it is no longer of advertising value.

Nevertheless, the retailer who knows the value of a single resale price is often unwilling to "take his own medicine." On the contrary, he is constantly trying to devise one method after another to influence the wholesaler or manufacturer to give him an inside price or a concession. He overlooks the fact that it is just as much a matter of bad business for a manufacturer to give him an inside price as it is for him to have a varied price list for his customers.

But more and more the manufacturer and the wholesaler are learning the great value of maintaining the price in all cases and so there are many interesting examples of retailers' methods of trying to get the concession in a roundabout way.

Mostly these take the form of so-called advertising allowances. One of the most common is the request of the retailer that the manufacturer "make him an allowance of ten cents a dozen for newspaper advertising"—the idea being that the retailer will use his own advertising space to exploit the manufacturer's product and ten cents a dozen will pay for the space. Of course, the joker lies in the fact that the full ten cents per dozen is not actually put into space. Maybe a small part of it is—but such a merchant will never

use any more than is necessary.

The greatest ally of the retailer who is looking for such a concession is the type of salesman who makes use of these methods to get business.

"Jones will give us an order for a hundred dozen if we will co-operate with him in a little advertising. If we give him ten cents a dozen for advertising," the salesman goes on to explain to his house, "Jones will get right back of our line. He'll give us some real space. He tells me that he likes our line much better than the others, but of course it is up to us to deserve his support and co-operation."

BEATING DOWN THE SALESMAN, VIA ADVERTISING

And after Jones gets an acknowledgment of the order at the regular price, less ten cents per dozen for advertising, he lies in wait for the man selling the competing line and the talk runs about like this:

"Now, you know I prefer to handle your line and the Smith people know that. They are an aggressive concern and appreciate my business. In fact, they know what it is worth to have a good display in my store and they are offering me a special allowance of ten cents a case in return for the advertising value of having their line here. Of course, if you folks will do as well by me, I'll be mighty glad to give you a run for your money. But you can tell your house that I can't afford to pay you ten cents a dozen more for your line than I pay them."

And the salesman in despair stops trying to sell and probably calls up his sales manager by long distance. Then, if the sales manager has no definite policy,

he may concede the ten cents for advertising, and the merry price war is on. Later in the year, the boss may figure up the amount of money that went into "advertising" and maybe he discharges the advertising manager because there has not been much in the way of results from the firm's advertising.

There is a Middle Western merchant who for many years managed to employ clerks on a tiny salary because he had a long list of goods that carried special allowances to clerks and a good clerk could make up in extra bonus what he did not get in salary. The extra bonus was invariably allowed by a manufacturer. This is about the way it was done:

The merchant to the salesman: "Now, I haven't an ordinary lot of clerks. My clerks are salesmen. They can sell anything I tell them to sell, but I try to make it interesting for them. And it is good business for you. When a woman comes in and wants soap, my men sell her the soap I tell them to sell—nine times out of ten they sell her what I tell them to sell—but I like to make it a little bit interesting. So if you will make me a proposition of five cents a dozen cakes to my clerks for what they sell the next three months, you can send along 250 cases."

And the deal is on.

The next week another soap salesman comes along. "Well, now it is like this," the merchant goes on. "The Bingo Soap folks are giving my clerks a little something to get behind their line. It is good business because my clerks are regular salesmen. I still have about a couple hundred cases but if you want to give me seven and a half cents a dozen for, say, 500 cases, we will put on a big sale of your soap."

Then there is the hand bill of Saturday specials to be thrown around during the week. I know one grocer who sold enough space on his dodger to pay the rent of his store besides printing the dodgers. He was a better advertising salesman than food-product salesman.

Next we have the individual

who sells his window space. "Give me ten cents a case and I will give you a part of one of my windows each month," sounds fine. But when it comes to checking up, it often turns out that the space is about a foot square and the merchandise appears only for a day or two.

But probably the most insidious is the out and out quantity advertising allowance. The allowance may be two per cent or five per cent or whatever it happens to be, and the idea is that this store or chain of stores through its standing in the community "advertises" the line through the fact that it carries it. And the manufacturer arranges to give John Jones so much per case "advertising" allowance, and John Jones proceeds to get a similar allowance from everybody else and everybody else comes on in, unless he has the nerve to stand out, in which case his line is not featured.

"CHARGE IT TO ADVERTISING"

One large manufacturer made an arrangement with a big store to pay it twenty-five cents a dozen on a product, provided the store would buy a thousand dozen in the year. Of course, this was an advertising allowance, too.

Toward the end of the year, the manufacturer found that the store was running far behind and would not be apt to reach the mark set. He had his man call upon the buyer and suggest placing a big order to get within the quota. The buyer said: "I can't do it. I just bought a big quantity of So and So's goods."

"But," the salesman said, "You get twenty-five cents a dozen on the whole thousand dozen from us. You ought to order now and get behind the line."

"Can't do it," the buyer explained. "So and So is giving me fifty cents a dozen."

So the manufacturer was counting upon advertising which he wasn't getting.

But that wasn't as annoying as the case of the manufacturer who found he was one of four concerns selling the same chain of stores on a similar arrangement. The system was to buy a certain

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quantity, ten thousand cases of a product, and the chain would then be entitled to twenty-five cents a case advertising allowance. At the end of the year, it developed that the quantity was short by some thirty per cent. The buyer put it up to the manufacturer this way: "I know we didn't quite reach our mark, but business was bad. We did our best, though, and gave you good support. We think you ought to give us the twenty-five cents a case on what we did sell."

When the manufacturer remonstrated on this, the buyer pointed out that the other manufacturers were going to "co-operate" to this extent, and the upshot was that the store did not push any particular line but got twenty-five cents a case from everybody. Also, it signed up for the following year with all four manufacturers on the same basis—this time though, less twenty-five cents a case regardless of quantity. Also it stipulated that the "advertising

allowance" was to be paid monthly—not annually.

About this time one house developed more business sense or nerve than the others and began to advertise heavily for consumer demand and absolutely refused to give any more "advertising allowances" to shrewd buyers. This house was threatened with total extermination if it refused to "co-operate," but it explained that it was going to "co-operate" by creating its own consumer demand and making it easy for the retailers to sell its line.

In a short time, one of the salesmen who was giving this chain store a concession of twenty-five cents a case kicked to the buyer. "We are giving you twenty-five cents a case and those chaps aren't giving you a cent. Yet you are selling two cases of their goods to one of ours."

And the buyer replied: "You're right, Bill. And I hate to have to admit it. But the fact is that

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

while we make twenty-five cents a case more on your goods and would like to give you the preference, that line of theirs sells. People come in here and insist on that brand. Now, we have to give people what they insist on. If they wanted your brand, you bet we would hand it out gladly, but you see they are doing mighty fine advertising and they have the consumer demand that you haven't got. Why don't you get into the newspapers and on the posters and co-operate a little?"

And that was why that house took off all its "advertising" allowances and started to do legitimate advertising.

The individual who stands between the house and out-and-out advertising and all too often encourages and maintains this nefarious system of "advertising" allowances is the salesman who can only see the order in front of his nose and who is willing to make any kind of allowance to get the business. He may be a direct salesman or he may be the merchandise broker. But he is interested only in the order before him. And every now and then he is working for a house that is willing to listen to him and try to build up good-will through cutting the price to the dealer rather than through pointing out the quality and value to the consumer.

Price concessions may have their place. This is not an argument against making price concessions. That is another story. But the manufacturer or jobber who makes price concessions in the guise of "advertising" allowances and then charges the allowance to advertising, later blaming his "advertising" manager because business is poor, probably blames the "cruel" banker who later on refuses to make any more loans.

Advertising Manager for "Farmers' National Magazine"

The *Farmers' National Magazine*, Washington, D. C., has appointed J. C. Benson, formerly with the Massengale Advertising Agency, Atlanta, Ga., as its advertising manager.

Richard H. Waldo Points Way to Publishing Success

Some of the roads to success in the publishing business were described by Richard H. Waldo, publisher of *Hearst's International*, at the Medill School of Journalism, Northwestern University, Chicago, in a public lecture May 11. "All success in publishing today is in public service and in no other way," said Mr. Waldo.

"Where there is service there is success. Where there is not you have properties which nearly pay—the most desperate proposition in the world.

"Guaranteed advertising is a form of public service. There is no reason why a publisher should pass on to thousands of his readers the task of making the investigation into the honesty of the wares advertised in his publication, when that task can be performed by one person, the publisher himself, working through his staff of experts. Why should a publisher tolerate the hurting of his paper or magazine by a house—sometimes, I am sorry to say, a first-class house—that turns out junk and advertises it as a sound article?"

"The cheapest way for a publisher to get business is to exclude business. In other words, to keep out business that has no business to be in—the business that impairs confidence. He and his subscribers and honest firms suffer then by what I call the unfair competition of the liar."

Newspaper Advertising Bureau Committee Formed

Paul Patterson, publisher of the *Baltimore Sun*, and newly elected president of the American Newspaper Publishers' Association, has appointed the following committee to direct the association's Bureau of Advertising until the next annual meeting of the association:

Harry Chandler, *Los Angeles Times*; Howard Davis, *New York Tribune*; William J. Hofmann, *Portland Oregonian*; D. D. Moore, *New Orleans Times-Picayune*; Fleming Newbold, *Washington Star*; David B. Plum, *Troy Record*; William F. Rogers, *Boston Transcript*; S. E. Thomason, *Chicago Tribune*; Edward A. Westfall, *Boston Advertiser*; Louis Wiley, *New York Times*; John B. Woodward, *Chicago Daily News*; Lafayette Young, Jr., *Des Moines Capital*, and M. C. R. Harris, *Toronto Star*.

The committee has elected William F. Rogers, chairman; Harry Chandler, vice-chairman; Howard Davis, treasurer; and David B. Plum and Louis Wiley, finance committee.

H. C. Baldwin Joins Staff of "Photoplay Magazine"

Harry C. Baldwin has joined the advertising staff of *Photoplay Magazine*, Chicago. He was formerly with the Chicago office of *Vogue* and most recently has been with the advertising staff of *Fashion Art*, Chicago.

The Indianapolis NEWS

2,936,910 lines of classified advertising were carried by The News in 1921—far ahead of any other Indianapolis newspaper. Just an index of "reader interest."

*There's no argument about
The Indianapolis News.*

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
The Tower Bldg.

"Sales to Leading Farmers Bring Other Customers"

writes the Ottawa Manufacturing Company of Ottawa, Kansas. "That is why we advertise consistently in THE COUNTRY GENTLEMAN.

"Our experience has proved that when one of its subscribers buys an Ottawa Log Saw a sale to a neighboring farmer is a natural result.

"Also the inquiries produced by THE COUNTRY GENTLEMAN lead all others in the size of orders.

"The superior character of THE COUNTRY GENTLEMAN'S readers has been apparent ever since we began using its advertising pages in 1918 and was especially outstanding during the recent depression."

The COUNTRY

The Country Gentleman

The Ladies' Home Journal

The Saturday Evening Post

THE COUNTRY GENTLEMAN

October 28, 1920

FRICITION CLUTCH! Lever Starts and Stops Saw: Engine Runs On!

Does Work of 10 to 15 Able-bodied Men!

New Balanced Crank Shaft

Easy to Move



300 Saw Cuts a Minute

Used by the U. S. Navy and in Govt. Schools

Strictly a One-Man Outfit

Cuts Down Trees Level with Ground

Leaves No Stump

Steady Smooth Sure Power At All Times

You Can Saw 35 to 40 Cord a Day with the OTTAWA

Beats the Coal Shortage! This winter will be the coldest yet. The only solution is the use of wood. The Ottawa Log Saw cuts down trees in places of greatest demand in practically a minute. The heavy or medium size logs are cut in seconds and the saw will run on any kind of fuel. It is the only saw that will cut on any kind of fuel. It is the only saw that will cut on any kind of fuel. It is the only saw that will cut on any kind of fuel.

Friction Clutch Lower controlled, enables you to start and stop the saw without stopping engine. Saves time and provides absolute safety in moving saw from log to log and from cut to cut along the log. No dangerous rubbing of the saw blade in the air. Mounted on wheels; easy to move on any ground.

Shipped on 30 Days' Trial

OTTAWA LOG SAW

Cuts Down Trees—Saws Logs By Power

Wheels Like a Buggy

Now! Ottawa Ships 'Em Quick!

Build an Efficient Tim-Yaw Converter

Pulls Over 4 H.P. The New Improved 1921 Model Log Saw as they are built today. Makes 35 to 40 cord a day. Single log saw, 1 1/2 ft. long. Built. Balanced Crank Shaft. Heavy vibration, minimum power and noise lost. Great power. Saw is strong to timber. It is the only saw that will cut on any kind of fuel. It is the only saw that will cut on any kind of fuel. It is the only saw that will cut on any kind of fuel.

FREE BOOK Send your name and address on the name of the free 22-page book, which you will receive free of charge. It contains all the information you need to know about the Ottawa Log Saw. It is the only book of its kind. It is the only book of its kind. It is the only book of its kind.

Order Now and We Will Ship

Send \$1.00 for a free copy of the Ottawa Log Saw. It is the only book of its kind. It is the only book of its kind. It is the only book of its kind.

MAIL THIS NOW

OTTAWA MANUFACTURING CO.
612 Third St., Ottawa, Ont.

"Our advertising in THE COUNTRY GENTLEMAN has paid us better as we increased space and used more frequent insertions."

GENTLEMAN

The Curtis Publishing Company, Independence Square, Philadelphia, Pennsylvania

Try it out in Representative Milwaukee

Milwaukeeans Consume More Than 2,800,000 Packages of Corn Breakfast Foods Annually

Oat meal long has been regarded as the universal breakfast food.

Do sales prove this, or has corn or cereals a larger average consumption? Do families with or without children use more breakfast foods? How many packages of each variety do they consume annually?

These and hundreds of other important questions were asked 10,000 Milwaukee housewives and a representative number of dealers.

The new survey on breakfast foods in Milwaukee, one of the greatest of the nation's markets has been prepared by The Journal. Milwaukee is the distributing center for Wisconsin and Upper Michigan. "As Milwaukee Buys—The Nation Buys!"

This invaluable market analysis in relation to breakfast foods is free upon request. Write immediately that you may be sure of receiving your copy. It would be difficult for manufacturers to obtain this complete information without expending thousands of dollars.

The Milwaukee Journal *FIRST—by Merit*

HARRY J. GRANT, Pub. R. A. TURNQUIST, Adv. Mgr

O'MARA & ORMSBEE, Inc.

Special Representatives

New York Chicago San Francisco

Come to Milwaukee June 11 to 15

What Advertising Has Done for a Food Product That Is Difficult to Trade-Mark

Dealer Honesty, Also, Has Helped to Make Gobel's Meat Products Successful

By James True

ABOUT twenty-six years ago, when Adolf Gobel started his meat products business in Brooklyn, he determined to build on the basis of "Quality First," and to rely absolutely on the honesty of the dealer to deliver Gobel meats when they were called for. He started in a small way, and for eleven years his business grew steadily. He had little difficulty in finding dealers here and there who placed quality above price and were willing to introduce and push his merchandise. Now, after fifteen additional years of persistent advertising, Adolf Gobel, Inc., enjoys a distribution of well over 90 per cent among delicatessen and food stores of the better kind, and ships its products to many nearby towns and cities, covering all of the territory that the perishable nature of the goods will allow.

A line of this kind cannot be satisfactorily branded. There is no way of tying up the merchandise, by means of a trade-mark, with the advertising. The majority of retail sales are made by the pound or portion; the coverings of Gobel's hams and bacon are stripped off with their brands before the goods are sliced for the dealer's customers; meat loaves, head cheeses, sausage of various kinds and many other items, do not lend themselves to trade-marking in a way that will reach the consumer. So the advertising has, in large measure, depended for its success on the honesty of the average dealer.

The company has never warned the public against substitution; it has not published, "Beware of imitations," or anything of the kind. In all of its advertising and merchandising, Adolf Gobel, Inc.,

has been content to feature only the high quality and absolute purity of its products, with the confident assumption that all of its delicatessen and other dealers were co-operating honestly.

"Substitution on our products is very infrequent," said Mr. Gobel recently, "and we know that our trust in the honesty of the dealer has not been misplaced. Furthermore, we believe that we have secured just as good results from our advertising as we would have gained if it had been possible to package and brand every item of our line."

FAMILIAR TO NEW YORKERS

Producing goods that appeal particularly to the relationship existing between the eye and the appetite, the company uses illustrated cards in the subway, elevated and surface cars throughout Greater New York and its suburbs. Reproductions in full color of three or four Gobel products are always shown, with the trade-mark featured—a circular band of red, carrying "Quality First," with a heavy script "Gobel's" and a smaller "Pure Meat Products" filling the centre.

Supplementing this, the company uses liberal and frequent space on the pure food pages of two New York papers. It also advertises in one foreign language and several trade papers.

Although all of the advertising copy is general and very brief, appealing only through quality, freshness and fine flavor, the company receives several hundred inquiries from the public every month. All questions are answered fully by letter, and to every inquirer is mailed a pamphlet which advises the housekeeper

of the advantages and economies of using Gobel products, illustrates many of the items, quotes from pure food authorities, and lists all of the various Gobel specialties.

Dealer inquiries are answered promptly by letters and price lists with other direct material, and are followed up by salesmen. When a new out-of-town account is secured, the dealer is immedi-

These are self-sealing and require no envelope, and they carry excellent messages and reminders of good merchandising.

Probably the greatest difficulty of this business is to assure the proper handling of the goods after they are delivered to the stores. To attend to this, and to supply every dealer promptly, Gobel trucks serve every dealer in New



CAR-CARDS LIKE THIS, IN COLOR, HAVE HELPED BRING CONSUMER ACCEPTANCE

ately written, thanking him for his order, and advising him of the policies of the company. He is urged to order in small quantity and frequently, and to turn his complete stock of Gobel's meats once every seven days, at least. A week is always given as a maximum of time limit. The dealer is impressed with the fact that cooked meats of any kind must be reasonably fresh to be full-flavored, and he is reminded of this fact in all subsequent letters until he falls into the habit of ordering frequently.

Embossed and varnished colorful window and counter-cards and hangers are furnished to all Gobel stores. Salesmen see that they are displayed properly, and place decalcomania trade-mark designs on the window. Thus the stores are linked up with the advertising. Dealers are also furnished with pamphlets for distribution to their customers.

Cleverly contrived order blanks are given to out-of-town dealers.

York City every day. This enables the live dealer to make practically a daily turnover. The goods give him a fair profit, and, if he takes full advantage of this exceptional service, he can make his cooked-meat stock the most profitable of any line in his store.

Undoubtedly the advertising of the company has created an insistent and widespread call for its products wherever they are sold, and it has made them entirely acceptable to the minority of consumers who want high-grade goods and have not been influenced sufficiently to ask for them by name. When this and the prompt daily supply service are considered, it is not surprising that dealers are not tempted to substitute.

Because of the influence of its New York advertising, the company has received many orders from all parts of the country, but has found it advisable, for the reason that the quality of the merchandise depends largely on its

TAILLEURS



TAILLEURS FROM FRANKLIN SIMON

© VOGUE

WE have been consistent advertisers in Vogue for over twelve years, and through it we have reached a high-class and discriminating clientele. We have obtained very satisfactory results from Vogue advertising and our 1922 schedule calls for eighteen pages. (Signed)

Franklin Simon

VOGUE

freshness, not to deliver regularly by express to points more distant than Richmond, Cleveland and Rockland, Me. It is this determination to assure the goods, reaching the consumer in proper condition that undoubtedly has been one of the main factors of the company's success. And, with competent service and careful supervision, this company has proved that its line, although it cannot be completely branded, can be advertised as profitably as any other.

An American-British Window Display Contest Plan

IN an address on "Service as a Sales Promoter," made before the Ninth National Foreign Trade Convention at Philadelphia on May 11, F. L. Batson of the National Cash Register Company, told how that company renders a service to merchants and storekeepers in Great Britain by "shopping carnivals and window display contests." Mr. Batson said:

"A rather unique method of rendering service to merchants and storekeepers, is that employed by our company in Great Britain. This is what are called 'Shopping Carnivals and Window Display Contests.' The idea was originated a number of years ago by the late John H. Patterson, Chairman of the Board of Directors of our company, during one of his visits to England.

"A shopping carnival is really a big collective advertising scheme for a town or locality. The merchants sometimes combine in advertising in the local press. The latter often make a special carnival supplement. They take up the idea with enthusiasm, because they realize the carnival will help them. Presents are given, and many other ideas are adopted which attract shoppers. Many permanent customers are made, and the effort of the big effort is felt long after the carnival has closed. Merchants, clerks and the public enter into the idea with enthusiasm and crowds

are attracted to the streets throughout the whole carnival.

"Prizes are awarded the best efforts in window dressing and interior store arrangement.

"One of the secrets of the success of these carnivals is to arrange an attractive programme and have some big event happening each day which will bring in the people.

"The stores and buildings in the section where the carnival is held are decorated. Special prize schemes to attract the public are arranged, and everything possible is done to get as large a number of people as possible to the locality during carnival week.

"The method employed is for a representative of our British Company to visit a town and enlist the co-operation of the local board of trade or chamber of commerce and arrange for holding a shopping carnival. These generally last about a week. The merchants are gotten together, committees are formed and arrangements made. These carnivals have proved so successful and attracted so much attention, that requests are continually received for the company's carnival lecture, entitled 'What Other Towns Have Done,' to be given in various towns. This is an illustrated lecture outlining many of the features of carnivals already held and containing suggestions for future ones. It contains about 200 lantern slides.

"Our company realizes that it is so closely interested in the success of merchants that everything we can do to help them must result beneficially to us. This is the reason our British company spends a great deal of time and money in entering into this very effective plan of promoting good fellowship and interest among storekeepers.

"That it is a form of service which is highly appreciated is evidenced by the fact that to date something like 10,000 shop windows have been influenced by these shopping carnivals, and better window displays are appearing in the centres where carnivals have been held, as a result of the stimulated interest of the storekeepers."

Why Use Women's Wear?

—because, as one of the Fairchild Publications, with an organization of more than 1100 persons, WOMEN'S WEAR is able to present sketches and "news and ideas" about styles, trends, manufacturing processes and retailing methods, days and even weeks ahead of any other medium.

—because WOMEN'S WEAR is first in news service—first in paid circulation—and first in annual advertising lineage in the all-important women's apparel industry.

—because it is read by retailers, wholesalers, and manufacturers of feminine apparel throughout the United States—a total of 25,000 subscribers.

—because its unbiased policy of presenting the news and opinions has won the confidence and respect of the trade.

—because even during the business depression of 1921 the circulation of WOMEN'S WEAR advanced 11.8 per cent.

Women's Wear

"The Retailer's Daily Newspaper"

(Member of the A. B. C.)

OTHER FAIRCHILD PUBLICATIONS:

Daily News Record
(morning)

Men's Wear and the Chicago Apparel Gazette
Fairchild Directories

Main Office—8 East 13th Street
New York, N. Y.




And two things

THERE are a hundred things that may be factors in determining the selection of a newspaper in a national campaign.

But there are two things that usually settle it. One is "Follow the classified." The other, "Follow the department store advertising." In both of these significant things, the Sunpapers come out with flying colors.

The Sunpapers carried during the first four months of 1922 2,378,010 lines of classified and 1,744, 224 lines of department store advertising.



settle it

During 1921 the Sunpapers carried 5,797,284 lines of classified — putting them fourth on the list of the great recognized classified mediums of America.

In circulation, the Sunpapers are making splendid gains, the net paid circulation for April, 1922 being 230,324, morning and evening combined, which is 12,500 gain over April, 1921.

**Everything In Baltimore
Revolves Around**

THE



SUN

MORNING

EVENING

SUNDAY

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBORN
Tribune Bldg., Chicago

*Baltimoreans Don't Say "Newspaper"
—They Say "Sunpaper"*

More and Better ADVERTISING

IF ALL THINGS are good or bad by comparison, then only by a careful, point-by-point analysis of the two Oklahoma farm papers can the leadership of one be demonstrated.

There are many sound reasons why The Oklahoma Farmer-Stockman carries a greater lineage of all advertising and by far the greatest lineage of exclusive and desirable accounts running in Oklahoma farm papers.

Why not match ten minutes of your time against ours in making a comparison? Or we will submit this information in writing on request.

**The OKLAHOMA
FARMER-STOCKMAN**

CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. **Oklahoma City**

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco

Building a Retail Outlet to Order

How the L. J. Mueller Furnace Company Picks and Develops Its Dealers and Creates Markets through Education

By G. A. Nichols

AT the end of 1920 the L. J. Mueller Furnace Company, of Milwaukee, instead of following the prevailing fashion, increased its 1921 advertising appropriation just 100 per cent. This programme was carried out through the year to standardize the Convector—which is Mueller's new trade name for its pipeless furnace—and to lay the foundation for a country-wide drive after new retail representatives which now is in progress. The campaign, the culmination of sixty-five years' experience in the furnace business, is having the extraordinary effect, not only of obliging the company to work its plant at capacity, but to make the selling of pipeless furnaces an all-the-year proposition instead of one mainly for the fall months.

The company attaches so much importance to proper retail representation that if the right kind of man is not in business in a town it simply hunts one up, develops him and helps him to make good. The Mueller representative in a certain town on Long Island is a former banker. In a Texas town a prosperous automobile dealer gave up the Studebaker agency to sell Convectors. In Indiana a former real estate man has the agency and in an Illinois town the company induced a professor to resign from the business administration department of the university to take up its work.

In many cases the company accepts dealers who already are in business. But, inasmuch as the franchise for each town is exclusive it always insists on its representative giving plenty of time to developing the proposition to the limit and on being the teachable type that would be willing to adopt tested and approved methods. It believes, all other things being equal, that the green man is really the better risk. He must have

real ability and be financially responsible. But if he has no preconceived ideas about the selling or installing of pipeless furnaces he will be all the more ready to grasp and to use what it has to offer.

The company lays out for itself a definite quota providing for opening up a certain number of towns each month during the year. The whole thing is carefully planned in advance and much preliminary work done by mail so that the traveling representative's time is conserved.

HOW RIGHT REPRESENTATIVES ARE CHOSEN BY ADVERTISING

First, P. S. Redford, the sales manager, writes the advertising manager of the leading newspaper in the town acquainting him with the company's aspirations and enclosing a blind advertisement which is to be run in the first available issue. This is the advertisement Mr. Redford ran a short time ago previous to seeking an agent in Cleveland:

WANTED—A \$5,000 MAN!

We are going to appoint, in the next few weeks, an exclusive dealer-agent in Cleveland. The man selected must be able to earn at least \$10,000 a year himself. He must have earned previously at least \$5,000. Must be financially responsible. We are a million-dollar organization, in business for more than a half century, selling a household necessity. Communication held confidential. Write "D. H. C." 343 Farwell Avenue, Milwaukee, Wis.

The applications are sifted out and the likely ones—how easy they are to pick from a bunch of average letters!—are turned over to an expert salesman who goes on to the town to close the deal personally.

The salesman discusses the applicants with the newspaper advertising manager. Sometimes the latter can suggest other names that may be even better. Usually the

field is narrowed down to two or three possibilities and these three salesman investigates from every angle. The standard is rigid. Financial responsibility, credit standing, past business record, reputation as to morality and sobriety and all around ability are considered. Experience in the fur-

ford declares that in most instances, so thoroughly has the preliminary work been done, the first man approached accepts the offer and goes through with it.

A contract is made to last one year, by the terms of which the agent agrees to undertake to sell a certain number of Convectors in

his town and the surrounding country during the year. The figure is computed on a quota based on the Government census of 1910. Inasmuch as the 1920 census shows a 14 per cent increase in population, the company regards its figures as extremely conservative.

In working out the Convactor quota for a town, the 1910 population is divided by five to represent the number of families. The quota, representing the number of Convectors the dealer is to sell during the year, is 1 per cent of the number of families in the town. If the town has more than 100,000 inhabitants the quota is figured at one-fourth of 1 per cent. Farmers in the county who actually

own their farms are figured in the quota on the same basis.

A concrete example of how the quota is worked: Nemaha county, Kansas, has two towns with a population of more than 1,000. The company will not go into towns under that. Sabetha has 1,768 inhabitants or 354 families, 1 per cent of which means the selling of four Convectors. Seneca with a population of 1,806 also adds four to the county quota. In the county there are 1,489 farms, 1 per cent of which adds fifteen to the quota, giving the year's selling pattern of twenty-three Convectors for that county.

The figure, being so extremely





DRESSES AND WRAPS ESCAPE THE ANKLES

BESIDES our regular staff of artists and correspondents at the Paris office of Harper's Bazar, the work of many of the leading French fashion artists appears in the Bazar. The woman of wealth and social position finds the most complete reports of new Paris fashions in Harper's Bazar.

Harper's Bazar

low, quickly appeals to the prospective dealer and his usual reaction is to decide offhand that he can more than make it.

But he may not be a practical furnace man—usually is not. How is he going to take care of the technical end of the proposition, simple though it may be? The company agrees to find for him a trustworthy and able expert to whom he is to pay a salary of \$225 a month, or less if local living conditions warrant it. The dealer himself is to supply three salesmen to work with this man in selling and installing Convectors. The company's representative will have general charge of getting the new selling force started, teaching them the intimate angles of the canvassing plan and seeing that they have a workable understanding of the principle of convection of heat, from which the Convector gets its name.

The company's salesman takes the dealer's men around with him one by one to let them see the actual process of making a sale. For each sale thus made by its own representative the company charges the dealer ten dollars to help pay for the expense of having the salesman on the job.

HOW DEALER'S STOCK IS DETERMINED

With these preliminaries understood the next question to decide is the size of the initial stock of Convectors to be ordered. If the quota is as low as 100 for the year the dealer orders a carload, or twenty-five Convectors. The figures vary somewhat with circumstances but the conventional initial order is one-fourth of what the newly appointed agent agrees he surely ought to be able to sell during the year.

"This," says Mr. Redford, "is done so the dealer will have a real financial interest in the transaction. He buys his Convectors representing one-fourth of his year's quota and pays for them. They are his. Therefore he has something to sell and may be expected to go through with his part of the arrangement. If he were to buy only one or two Convectors to use as samples and had the privilege of ordering one

or two more from the factory as he might need them he would not have much of an investment and if he wanted to make the Convector a side issue he would find it easier to do so. Is this in opposition to the well-known turnover principle? I do not think so. Four turns a year for a furnace stock will leave profit behind.

"Primarily we are selling an idea. But the idea must be backed up by merchandise, without which the idea would not be possible. Right here comes the advantage of having hand-picked local distributors. We select men who not only can sell sizable quantities of our merchandise but also have the financial power to swing the buying part of the deal in a correspondingly sizable way. We never have any trouble in selling the prospect on the fact that the quota for his city or county is more than reasonable. He nearly always insists he can exceed it—and usually does. And then by obliging him to contract to buy that number of Convectors during the year we give substance to his sales objective; we give definiteness to our own manufacturing programme. The dealer, with his 100 or 1,000 Convectors to sell, is going to keep actively at it every month in the year, and this eliminates the peak and hollow business from our calculations.

"Occasionally we find a man who comes right up to the scratch in every particular and is apparently highly desirable as a local representative but is unable to finance the large initial purchase. This happened in an Eastern city just a few weeks ago. The man's quota for the year which he enthusiastically declared he could pass, reached well up into four figures. The transaction was so large that the financial part was difficult and he proposed to start with only a couple of carloads. We could not agree to that but we went with him to a local banker and helped him fix things so he could finance the entire 25 per cent."

The agency once established, the dealer's progress is what might be called personally conducted. Under the direction of the

Dependable *Merchandising* *Service*

The Merchandising Service of the Chicago Evening American has a habit of following through that is making it indispensable to the agency and advertiser seeking the best results from the Chicago market.

Not dealing in "hokum", if it can't be of constructive help it declines to function at all.

CHICAGO  AMERICAN
EVENING

Queen Victoria's cook

Although Mrs. Wilson cooked for royalty, she is also a practical cooking adviser for the most modest purse. For years she prepared and passed upon every dish set before Queen Victoria of England at Buckingham Palace, and there devised some of the favorite dishes of that Prince of Epicures, afterward King Edward VII.

She has been a chef for Italian nobles, stewardess of the American Hotel at Lake Como, and a cook in the famous Cafe Royale, of Paris.

During the war she was cooking instructor of the United States Navy. Thus she is a food economist in the strictest sense.

For five years she has been in charge of the cookery department of the Public Ledger, (Evening and Sunday Editions). In her own kitchen she tries out every recipe before she publishes it. Every day she answers questions on cooking and diet, sent in by her readers.

Mrs. Wilson's daily service has proved so valuable that many other newspapers print it regularly by arrangement with the Ledger Syndicate.

PUBLIC

The circulation of the Public Ledger, morning
and evening, is more than 250,000



Mrs. MARY A. WILSON
Home Cooking Expert
of the Public Ledger
Evening and Sunday Editions

LEDGER

PHILADELPHIA

CYRUS H. K. CURTIS, *Publisher*

company he is taught the whole furnace business—buying, selling and installing. There is a certain canvassing system taught him and his salesmen. There is a standard method of approach. There are even arrangements whereby he can sell his Convectors on the instalment plan and get his money in cash.

PLAN OF PAYMENT

This instalment proposition the Mueller company regards as one of the very strong points of its retail selling system.

"It has been our observation," says Mr. Redford, "that retail purchases in almost any item of merchandise running up into money can be increased from 50 to 100 per cent by judicious use of the partial-payment idea. There are, of course, a limited number of provident people who prefer to pay cash for a thing and who have the cash to pay. But the average person hesitates or perhaps fails to buy at all when the purchase price is in the hundreds. If everybody had to pay cash for a pipeless furnace there would be comparatively few sold.

"However, it is not every dealer who is able to finance an instalment business to any great extent. There has to be money from somewhere to keep things going.

"To enable all Mueller dealers to utilize the time payment method in increasing their sales, we have arranged with the Industrial Finance Corporation to have its subsidiary Morris Plan Banks in various towns finance each dealer.

"Under this arrangement, when a man wants to buy a Convector he is taken to the bank by the dealer who indorses his note for an amount sufficient to enable the purchaser to pay cash. The loan is to be paid off in instalments and the bank does the collecting. This relieves the dealer from the work incident to a large number of open book accounts, gives him the free use of his working capital, produces quick sales and a more steady turnover. The time payment proposition is here to stay. I look for some great developments in it within the next year or two.

It used to be regarded as pretty much in the nature of a disgrace for a man to buy merchandise of any kind on the partial-payment plan. But now it is recognized as a business proposition and is being used by many people who could well afford to pay cash."

Before the Mueller dealer can get his franchise he has to agree to do a certain amount of newspaper and direct-mail advertising to connect up with the company's national effort in the magazines and farm papers. The amount of his advertising outlay is determined by the size of his quota. The expense of selling each Convector is computed on the unit plan and a specified percentage is set aside for advertising. If, therefore, the dealer's quota for the year is 500 Convectors he must agree to spend 500 times this percentage in advertising and so on. The Mueller national advertising, which is used as an integral part of the retail selling plan, is unusual in that it is directed more to the task of selling the pipeless furnace idea than in behalf of the Mueller furnace as such.

At an expense of more than \$50,000 the company has put out a book entitled "Heat—What It Is and How To Use It." The book treats the whole subject of heat in a scientifically correct but simply told way. Its whole purpose, of course, is to put across the pipeless furnace idea. But its application in this direction is purely general. While there is much said about the advantages of heating by convection, the Mueller Convector is not mentioned once by name. This on its face is unselfish advertising plus. But the company admits it was done with malice aforethought.

"Other pipeless furnace manufacturers will benefit as a matter of course," said Mr. Redford, "but we can't help that. We decided it would be better advertising for us to treat the subject in an abstract way because thus we build a broad foundation for our whole selling effort."

Each national advertisement contains a coupon which the reader is asked to fill out and send in

(Continued on page 53)

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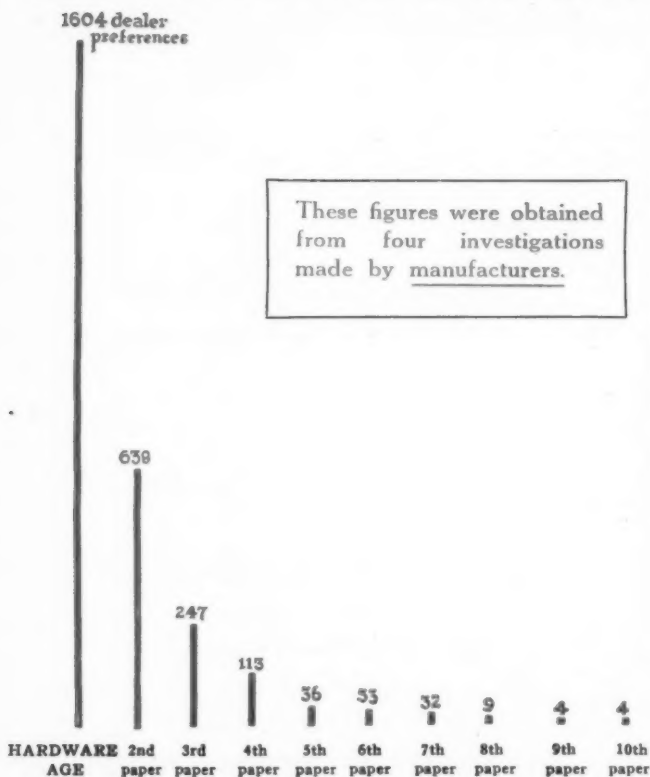
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**"Making hardware advertising budgets
do the maximum sales work"**

Hardware Business Papers Seen Through the Eyes of Hardware Men

**A Graphic Summary
Of Scientific Data
Gained by Manufacturers
Last Year
Showing the Relative Standing
Of the First Ten Hardware Papers
In the Minds of
Dealers, Jobbers and Manufacturers**

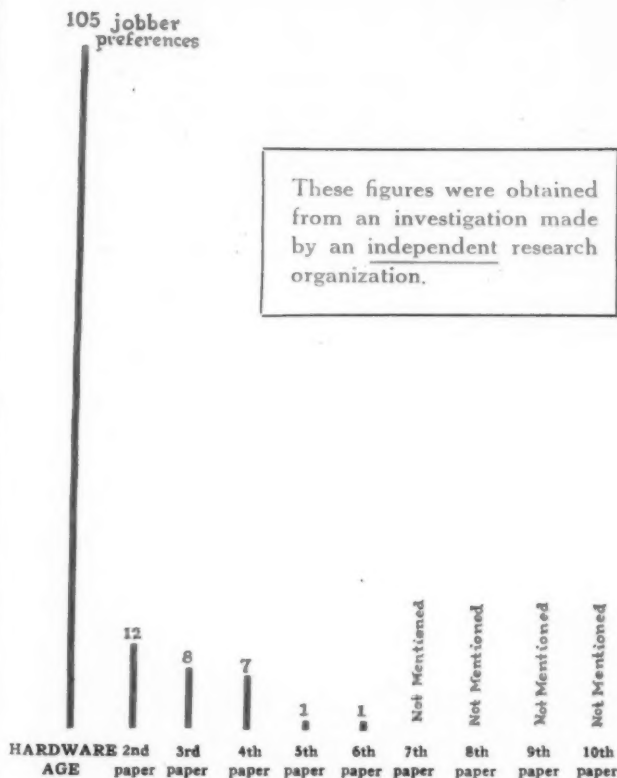
What Hardware *Dealers* Think About the Different Hardware Papers



The composite results of investigations made by manufacturers among hardware dealers all over the United States to determine which hardware paper most hardware dealers read and prefer. Questionnaires were sent to approximately 10,000 dealers and 2,700 replies received.

A full report of each of these surveys will be sent on request.

What Hardware *Jobbers* Think About the Different Hardware Papers



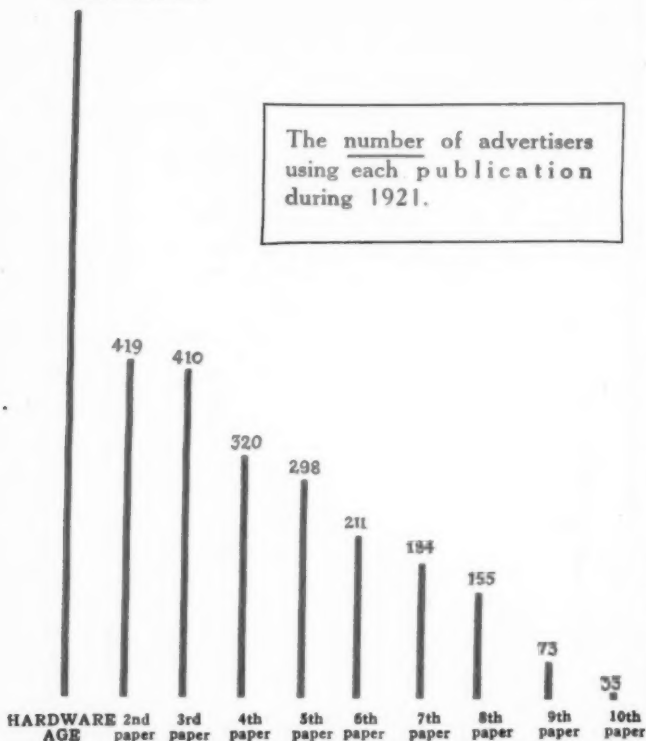
These figures represent the answers of hardware jobbers to the question, "Which hardware paper do you consider renders the most valuable and constructive service to the hardware industry?" 800 letters were sent out and 129 replies received.

Copies of the letter sent to jobbers and their replies will be shown on request.

What Hardware Advertisers Think About the Different Hardware Papers

879 advertisers

The number of advertisers
using each publication
during 1921.



Any paper that is overwhelmingly preferred by all the factors in a trade is certainly a most effective medium for a manufacturer to use to influence that trade to stock and sell his products actively.

Effective advertising copy in such a paper will surely increase the advertiser's sales and reduce his sales expense.

HARDWARE AGE

239 W. 39th St., New York City

"The Choice of the Trade"

asking for a copy of the "Heat Book." There has been a question among some advertisers as to the benefits of the tear-off coupon idea. All such will be interested to know that during the week previous to the time of writing, the Mueller company received more than 10,000 requests for the Heat Book and that about 95 per cent of these were on coupons.

Every person asking for the Heat Book also gets a personal letter referring him to the Mueller dealer in his town if there is one. The name is sent the local dealer for follow-up which is done with letters supplied by the company. If there is no nearby local dealer the name is treated as a general office prospect. If the inquirer can be nursed along by mail to the buying point—which in many instances is the case—a company salesman usually is sent out to complete the deal and superintend the installation.

Plainly there can be little or no profit in such a transaction for the company. But the deal is carried out this way because in practically every case such a sale gives the Mueller representative a point of contact in the town through which he can obtain a local representative.

Even though it desires the largest possible circulation for its Heat Book the Mueller company does not think a great deal of the conventional method of distributing it through the local dealer with his name imprinted. If the distribution is made to any extent through the dealer then some valuable opportunities for direct follow-up are going to be lost. The benefits of such follow-up starting specifically from requests made for the book are shown by the large number of direct sales made by the company, nearly every one of which operates so as to produce a local distributor.

The Mueller selling effort is all the year round in its effect because of the great amount of replacement business its educational advertising brings about and also the systematic way in which the dealers are encouraged to go after new business. It is a common thing in a large city for the dealer to have

a man continually on duty at the City Hall to report instantly all building permits. A man may get his permit in the morning and be called on that afternoon by a salesman wanting to sell him a Mueller Convactor.

This company's educational advertising, done with the idea of standardizing the pipeless furnace, would seem to be well placed. The average person is not sold on the air heating idea, and a furnace without pipes is to him a mystery or something to be dismissed without consideration. Personally, I doubt if the manufacturers themselves had been thoroughly sold on the pipeless furnace until comparatively recently. It was so simple that it seemed almost too good to be true and they hesitated to commit their whole fortunes to merchandising it to the limit until it should have had a chance to prove itself beyond all argument.

The Mueller company believes the day of the pipeless furnace is definitely and securely here. With a limitless market and with a product in which it has confidence, the advertising lid is off so far as it is concerned.

"American Agriculturist" Retains Barrett

Henry Morgenthau, Jr., who, as reported last month, has purchased the *American Agriculturist*, informs *PRINTERS' INK* that Thomas A. Barrett will continue as business manager in charge of advertising. Mr. Barrett has been with the publication for forty-two years.

A. E. Larsen will continue as advertising representative in Chicago.

W. A. Vonderlieth, formerly with *Today's Housewife*, *Forbes* and *McCall's*, has been appointed circulation manager to succeed G. L. Lamson, resigned.

New Accounts with Hicks Agency

The Hicks Advertising Agency, New York, has secured the following accounts: Amsterdam & Sachs, coat and wrap makers; Otto Kahn, furrier, and Max L. Sadowsky, dress manufacturer, all of New York.

"Radio Dealer" Opens Chicago Office

Under the management of H. L. Geay *The Radio Dealer* has opened a Central States office in Chicago.

Using Advertising to Draw Fangs from Evil Gossip

Templar Motors Company, in Unusual Institutional Appeal, Admits and Explains Financial Difficulties

"If we do not put before the people of this section the real truth about our company we are going to be wrecked!"

M. F. Bramley, president of the Templar Motors Company of Cleveland, made this startling announcement last January at a meeting of the stockholders of his concern. The outcome was a series of institutional newspaper advertisements run at weekly intervals since that time.

The Templar company was organized in 1917 and its stock was sold on a popular subscription basis. A good start was made in manufacturing and marketing the car when the war intervened and the plant was taken over by the Government for the manufacture of munitions. Another fair start and the financial crisis came along, with its general slump in the automobile business. The company used the larger portion of its surplus to pay its debts, and then some of the smaller stockholders began protesting about not receiving dividends. It got to be common talk in Cleveland that the Templar company was a stock-jobbing concern.

During this time the company kept right on manufacturing its car, embodying some new improvements. But when it came to marketing the car it could not get very far because of the stock-jobbing reports. It was a common occurrence, according to President Bramley, for a dealer in the Cleveland district to become thoroughly sold on the car itself but to refuse to take it on because of the stories told about the company. He was quite willing to accept the car but not the maker. This condition got to be general in Cleveland territory and the company recognized that in time its dealers at distant points would be bound to be influenced. Accordingly, the company decided upon

the bold step of going right into the newspapers with the whole truth, telling facts that in the usual course of events would not be touched upon.

SPREAD THE NEWS BROADCAST

The advertisements, headed "Templar Truths," ran in the form of a continued story which the opening announcement promised would be an accurate picture of "Templar's five-year struggle against national conditions ranging from greatest prosperity to near-panic—a story known in its entirety only by those who originally financed the company and who still control it."

Then ensued the frankest kind of revelations—how the company started out with plenty of money of its own, not needing or using the banks—and then how the banks turned it down when it finally did need financial aid.

"But the day Templar needed bank assistance and did not get it," one advertisement said, "was the day Templar learned to stand alone and walk without assistance. Six hundred thousand dollars' worth of material poured into the plant every month after the market broke and was paid for out of working capital. Then Templar, facing financial starvation, bent to its task confident that it could make the Templar car so good that success must follow regardless."

The advertisement concluded with the declaration that "The sun is beginning to shine." The company was six weeks behind in its deliveries and more than sixty per cent of its contract obligations had been liquidated. All through the series it was emphasized that Templar had no stock to sell. Stockholders were urged to hold on to their shares because of the certainty of an increase in value.

"Perhaps our method was radi-



Ten years ago, in 1912, The Journal led The Tribune by 9% in local display advertising. Last year, 1921, The Journal led by 19%, or by nearly a million and a half lines. The Journal's city circulation of 60,000 in a city of 70,000 homes explains its pulling power for local advertisers.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*

cal," says Mr. Bramley, "but we concluded 100 per cent frankness was the only thing to employ. Every word of an advertising campaign may be truthful and yet only half the truth be told at that. This was a case where it seemed to us that telling the undesirable

knew we had to give an intimate working picture of the company. A dealer may like a piece of merchandise but fail to stock it because subconsciously he does not know whether he likes the maker."

Shortly after the campaign started Templar dealers at distant points asked to be allowed to run it in their town, although the conditions it was designed to counteract did not exist in their territories. They ran it because they regarded it as good selling talk for the automobile.

At this writing, the interest stirred up by the institutional appeal is being carried over to the car itself. Another newspaper series, also headed "Templar Truths," places emphasis upon the car and conveys enough of the institutional note to make the connection complete.

Follow the Leader

Edward T. Hall, secretary of Ralston Purina Company, in an address before the Sales Managers Bureau of the Chamber of Commerce of St. Louis, on "Advertising as a Dominant Factor in Selling," said:

"If I can dominate suggestion, I can dominate action. If I should light a cigar in the midst of a group of men that were not smoking, the balance, if they were smokers, would immediately want to smoke; yet a great number of men sat in church yesterday for an hour and a half and never thought of smoking. A carefully planned advertising campaign can, in a sense, dominate suggestion."

Joseph T. Coenen with Boston Agency

Joseph T. Coenen, formerly with the Zain Advertising System, Boston, has joined the production department of the O'Connell-Ingalls Advertising Agency, Boston.

TEMPLAR RUTHS

BAD news travels fast and far. Good news travels slow and hard. Seldom do we hear of the beginning of a great success, but always are we told of the end of a bad failure.

The story of Templar's five-year struggle against national conditions ranging from greatest prosperity to near panic, is known in its entirety only by those who originally financed the company and who still control it.

And when these people, numbering more than six hundred, gathered at the recent annual meeting of stockholders, they voted unanimously in favor of Templar's management, and requested that the truth about Templar be told.

It is the desire of Templar's stockholders that the public be informed that Templar is at present six weeks behind in deliveries. That Templar has, in the last eighteen months, reduced a seven-figure merchandise indebtedness more than 40%.

That Templar has no bonded indebtedness no preferred stock, no mortgages, no bank loans. That Templar owns property, inventory, real estate, and equipment that, at today's lowest valuation, is worth more than four times Templar's total indebtedness. That Templar, at this time, regardless of the handicap of lack of working capital stands on the brink of the greatest prosperity of its career.

TEMPLAR owns property, inventory, real estate, and equipment that, at today's lowest valuation, is worth more than four times Templar's total indebtedness.



The Templar Motors Company

3100 Halstead Street

(To be continued next week)

McBramley
President

Cleveland, Ohio

FIRE TO FIGHT FIRE PROVED EFFECTIVE WEAPON FOR THIS MANUFACTURER

and unpalatable facts—keeping back not one element of our experience—would put a point of sincerity in our presentation that would impress the people we were trying to reach. We were correct. Since the advertising has got in its work, not one derogatory statement about Templar has come to our attention.

"What we wanted was the closest connection between dealer and manufacturer. To get this we

ately want to smoke; yet a great number of men sat in church yesterday for an hour and a half and never thought of smoking. A carefully planned advertising campaign can, in a sense, dominate suggestion."

 NUMBER TWENTY OF A SERIES

MERCHANDISING SERVICE

*Another Reason for the
Boston American's*

Proved value to Advertisers

Mr. William E. Fisher, distributor of
MASCO MOPS, says:

"Just a word of appreciation for the splendid co-operation you have given us in putting over MASCO MOPS in Boston. I feel that had it not been for the efficient work done by your MERCHANDISING SERVICE DEPARTMENT we would not have been able to put MASCO MOPS over in the short space of time we had."

Hundreds of other letters on file.

A Remarkable 3-cent Evening Newspaper

BOSTON AMERICAN

NEWSPAPER PUBLISHED WEEKLY IN BOSTON, MASS. NEW ENGLAND

Research and Promotion Departments at Service of Advertisers

LARGEST FARM PAPER—1,100,000

How Much Paint Is Needed for 58,000,000,000 Sq. Ft. of Surface?

FARM buildings are estimated to have a total outside surface, exclusive of roofs, of 64,973,813,500 square feet.

If it is reasonable to believe that farm buildings should be repainted once each five years, and country dealers tell us that more than 20% of the farm buildings are repainted every year, then 11,600,000,000 square feet of farm building surface must be repainted annually.

Very likely our paint manufacturing friends will agree with us that this amount of repainting should require 19,700,000 gallons of paint—which is quite some paint!

It is, of course, obvious that for the last few years not more than half the necessary painting has been done. This work will have to be caught up within the next two or three years—which means that there is an increasingly large immediate market among subscribers to The Farm Journal for those manufacturers of paints who are seeking wider distribution of their products.

Some paint manufacturers, we may say, have already made good use of the sales

THE FARM JOURNAL—1,100,000

opportunities in The Farm Journal market, and these have come to know that *"The Farm Journal pays, and proves it pays."*

The Farm Journal's unusual resultfulness is directly due to the fact that 80.1% of The Farm Journal's subscribers own their own farms, as compared with the general average in the United States of 62.1%. It is obvious, of course, that the people who own their own homes are the paint buyers—and, in this connection, it is interesting to observe that nearly twice as many farmers as city people do own their own homes.

These facts are elaborated in our report, "The Farm Market for Paint." Therein is also discussed the influence of diversified farming, the fact that Farm Journal subscribers have 7.5 buildings per farm, as against the national average of 5.5 buildings, and certain other fundamental factors that make for a larger selling of paint to farm people. For copies of this analysis, or for any other of our 78 reports and researches, write, telegraph or telephone any office.

The Farm Journal

NEW YORK

PHILADELPHIA

CHICAGO

LARGEST FARM PAPER—1,100,000



FIVE STARS

—Covering One State!

HERE is the *best* way to cover Connecticut. 74% of the State's population is in the five most prosperous trading zones. These are the papers that cover the zones:—

HARTFORD COURANT MERIDEN RECORD
 WATERBURY REPUBLICAN AND AMERICAN
 NEW HAVEN JOURNAL-COURIER
 NEW LONDON DAY

They were combined to enable you to concentrate your sales and advertising work on a densely populated territory at a minimum cost.

The **CONNECTICUT**
 FIVE - STAR
COMBINATION



GILMAN, NICOLL & RUTHMAN, Representatives
 Canadian Pacific Bldg. Tremont Bldg. Tribune Bldg.
 New York Boston Chicago

Is There Such a Thing as a Territory with No Advertising Mediums?

This Manufacturer Willing to Advertise if He Can Find a Medium

THE VINCENT MILLING CO.
ST. LOUIS, MO.

Editor of PRINTERS' INK:

A problem confronts us and it will be indeed appreciated if you can give us a few suggestions that might help us to solve it.

We are in the milling business. Now to make matters perfectly clear we enclose a map, outlining for you the part of Missouri and Arkansas in which we have distribution. We do about \$250,000 to \$300,000 worth of business a year, but feel confident that this can be increased to \$500,000 a year, and candidly, there's no reason why we should even stop at that.

There are no newspapers of any importance published in the confines of the territory which we've outlined. We are willing to spend some money to advertise our article, but are practically "illiterate."

An advertising agency has advised us to use posters and signs along the country roads. Is there any concern in the United States that will contract for this kind of business—that is, putting up signs along the country roads? This advertising agency has also advised us to use painted bulletins along the Iron Mountain Railroad which serves as one of the boundary lines of our territory.

Incidentally, this Iron Mountain Railroad is the vein of the territory, and they advised us to use painted bulletins in order to build up the good-will of the merchants and to impress upon the merchants the stability of our organization.

We feel confident, highly so, that there are any number of manufacturers in small cities that are in practically the same position that we are, who are willing to spend the money to advertise but don't know how. Can't you give us an idea of just how much money we shall spend—a milling concern doing between \$250,000 and \$300,000 worth of business.

You may feel sure a reply to this will be highly appreciated by a devotee of PRINTERS' INK.

THE VINCENT MILLING COMPANY,
P. J. MALONEY.

MR. MALONEY'S problem is unusual, to say the least. Few manufacturers have any complaint to make as to a paucity of advertising mediums in their trade territories. We are inclined to believe that Mr. Maloney is unintentionally exaggerating the scarcity of such mediums in his selling district.

Anyway, the Vincent Milling Co. will have little difficulty in finding some way in which it can advertise profitably. The suggestion which the advertising agency made is good. Posters and signs along country roads and painted bulletins along railroads are advertising mediums of recognized value. There are several concerns in position to carry out a campaign of this kind for this miller.

We also believe that Mr. Maloney will be able to discover several good newspapers in the territory he describes. We can scarcely conceive of an inhabited square mile in this country that is not covered by at least a weekly newspaper. No doubt some sectional farm paper penetrates the district in which the Vincent Milling Co. has its distribution. Most of the dealers there could be reached through business papers. Store signs, window displays, movie slides and other supplemental advertising material of this character can be used to advantage in even the most backward communities. And lastly remember that every person in the land, no matter how isolated he may be, can be reached through the mails.

THE MATTER OF APPROPRIATION

The second question, how much this milling company should appropriate for advertising, is more difficult to answer. A specialty manufacturer might justifiably put as much as 20 per cent of its sales back into advertising. A manufacturer just starting out, who has no sales record to guide him, might invest a good portion of his capital in an advertising campaign without trespassing beyond the bounds of caution.

The milling business, though, is highly competitive. Profits are small. Certainly the business is in no position to stand a 20 per cent advertising assessment. Even

4 per cent might seem more than the profits would justify, but let us take 4 per cent as a working basis. That would provide an advertising fund of \$10,000. In a territory where advertising mediums are comparatively few and rates are low a great deal can be accomplished with \$10,000.

But we attach little importance to advertising percentages. They allow too little play for the imagination. Mr. Maloney admits that his business could be doubled and that there is really no reason why it should stop at a half million a year. That being the case, why not make an investment on the attainable possibilities of the market? If you do not wish to call the procedure "investing," call it betting. Advertisers must be willing to bet on their ability to expand their market. Let us suppose, therefore, that the Vincent Milling Company was willing to bet \$25,000 on that \$500,000 of business which it feels confident of getting. That would be an appropriation of 10 per cent on present sales, but if the advertising should help the company to realize its half-million goal, the appropriation would be only 5 per cent. And that is what usually occurs. Generous appropriations, wisely expended, often so greatly increase sales that the proportion of advertising to sales actually decreases. Repeatedly we have seen manufacturers appropriate, say, 4 per cent for advertising. Later they were induced to raise the amount to, say, 6 per cent. The adequate sum thus provided so ran up the sales of the companies that the year's advertising turned out to be only, say, 3½ per cent of the current business.

WHAT IS AN ADEQUATE APPROPRIATION?

As we said before, much can be accomplished in the territory mentioned on a small amount of money. If the sum is adequate, the easier the job can be put over. But the smallness of the appropriation should not deter an advertiser from going ahead. We know of wonderful things having been achieved with trifling

amounts. One instance in particular comes to mind. The story has been told before in *PRINTERS' INK*, but it is worth repeating because the facts parallel in a measure those with which Mr. Maloney is now contending. It also happens that the line is similar.

An advertising agent had been trying to get a certain large food manufacturer to advertise for several years. At last on the occasion of one of the visits of the agent, the president, out of sheer exhaustion gave in. "All right, we'll advertise," he said somewhat testily. "Stop at the cashier's office on your way out and he'll give you a check for \$700." "Seven hundred dollars," exclaimed the startled agent, "will not enable you to do any advertising. Besides, that is not the way an agency operates. In the first place we do not want our money in advance. We cannot plan a campaign without your help and—"

"There is \$700 out there for you. Take it or leave it," broke in the nettled manufacturer. On a sudden impulse the agent decided to take it. On his way out, he stopped at the sales manager's office and asked if there was a small territory somewhere in which the company was unable to get business.

"We have several such," said the sales manager, "but probably the most stubborn of them all is up in the timber country in the northern part of this State. We have given it up for lost, having recently withdrawn our salesman from it."

With this information the agent slapped a small campaign in the weekly newspapers of that section. The \$700 enabled him to run a six months' schedule in all the papers of the district. No attempt was made to follow up the advertising. As already indicated, no salesman was covering the territory. In fact the manufacturer was so disinterested that he forgot all about the advertising. But in a few months he began to hear from the people up in the timber—both dealers and consumers.

"Why was he advertising up

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Peter B. Kyne's popularity began with the adventures of "Cappy Ricks" and his "Go-Getter" will live forever. He has written "The Sea Anchor" for the June issue of Cosmopolitan.

there if he didn't intend to sell his goods?" was the burden of their complaints. At last a salesman in an adjacent territory was asked to look over the towns in which the advertising was being run. He did so, obtaining an almost perfect distribution in a few days. To shorten a long story, let us briefly say that on the strength of that anomalous campaign, the manufacturer is now appropriating an adequate amount for advertising.

The moral of which seems to be that no appropriation is too small if it is expended with discretion. —[Ed. PRINTERS' INK.

A Grower Sells Peanuts by Advertising

IN an article in *Successful Farming*, a writer relates the success a Texas peanut grower, J. Ed Cabaniss, has met with, due to advertising. This writer says:

"Mr. Cabaniss several years ago began advertising his product and has built up a good demand for his wares.

"Knowing that other farmers in his territory bought large quantities of peanuts for seed each year, he decided that it would be a paying proposition to meet this demand. He got in touch with his prospective customers through the following little ad: 'New Crop Spanish Peanut Seed—100 pounds bright, well filled; all the sticks, pops, splits and dirt taken out; in double sacks; freight prepaid to points in Texas, \$4.50. J. Ed Cabaniss, — Tex.'

"This advertisement was inserted in the classified columns of the daily papers in his territory, the semi-weekly issues of the same dailies, several widely circulated farm papers, and one religious weekly.

"Naturally, it would be supposed that this amount of advertising for several months each year, while small for a business firm, would be a severe tax on a farmer's pocketbook. So the first question I asked Mr. Cabaniss was, 'Is not the cost of your

advertising almost prohibitive?'

"No, indeed!" he answered emphatically. Then he continued: 'In one season we have sold 180,000 pounds of peanuts direct to the consumer at a price which meant to us a net increase of two dollars a sack over the rather low price offered us by the mills; and the advertising bill, compared with the result, was so small that we hardly took it into account.'

"Investigation has led to the conclusion that several factors have contributed to Mr. Cabaniss' success.

"First, the advertisement was always plain enough to enable a prospective customer to order without writing for further information, which many of them did. Second, the price was given so the customer knew at once whether or not the proposition fitted his pocketbook. Third, on account of the constantly increasing acreage of peanuts planted in his section there was a real demand for the product offered. Fourth, for nearly ten years before commencing to advertise peanuts Mr. Cabaniss had been advertising other farm products direct to the consumer and had built up a reputation for always furnishing goods of quality."

Philadelphia Hosiery Company Appoints Agency

The Nomis Knitting Mills, Philadelphia, makers of hosiery, have placed their advertising account with the Bloomingdale-Weiler Advertising Agency, Philadelphia. A national campaign in the newspapers is being conducted.

New Bond Account with Vanderhoof & Co.

Vanderhoof & Company, Chicago advertising agency, have secured the account of the Ritchie Bond & Mortgage Company, Chicago. A campaign using newspapers in the Middle West and outdoor advertising is in progress.

Biow Co. Secures Account of Lewy Chemical Co.

The advertising of The Lewy Chemical Co., maker of Dust-No Garment Bags and Mothozone, is being handled by The Biow Company, New York advertising agency. Newspapers are being used.

IS your market the Active-Business-Man?
We reach him!

IS your market the Lady-of-the-House?
We reach her!

IS your market the Young-Man-of-Today?
We reach him!

IS your market the Budding-Young-Miss?
We reach her!

In short, we reach the whole family. Why? Simply because fiction is the common meeting ground of all mankind—statesmen, scholars, captains of industry—society women and housewives—school girls and boys—clerks and executives.

And they all have the "Fiction Mind"—imaginative, impressionable, responsive to suggestion—the mind that dreams, desires—and buys.

The ALL-FICTION FIELD

280 Broadway, N. Y. City
1152 Peoples Gas Bldg.,
Chicago

Adventure
Ainslee's
Argosy—
All-Story
Detective
Story
Everybody's
Love Story
Munsey's
People's
Popular
Short
Stories
Top Notch
Western
Story

*The Field of
Greatest Yield*

Thumbprints

In the great Chicago district, *one half* of the newspaper readers *prefer* the HERALD & EXAMINER—at its higher price.

Dinner coats and dinner pails
and the dominant middle class
they're all represented in that reader clientele. An audience typical of any great metropolitan newspaper—if it functions as a newspaper.

And, through sheer excellence of editorial content, news and features—plus clean, wholesome advertising—the

The logo for the Chicago Herald & Examiner is centered at the bottom of the page. It consists of a rectangular box with a double-line border. Inside the box, the word "Chicago" is written in a cursive script at the top. Below it, the words "Herald &" and "Examiner" are stacked in a bold, serif font. The entire logo is flanked by two thick, horizontal black bars that extend towards the left and right margins of the page.

Chicago
**Herald &
Examiner**

of a million —

HERALD & EXAMINER has won the *confidence* of that mighty multitude.

That is why it has produced for Rolls-Royce—and Henry Ford. That is why it has pulled a tremendous response on Parisian conceits—and bungalow aprons. On African pears—and corned beef hash. On evening dress—and overalls.

. . . . more than a million readers that respond to all GOOD advertising.

That *response* is what you are paying us for.

NEW YORK: 301 Fifth Avenue

SAN FRANCISCO: Monadnock Bldg.

Chicago
**Herald &
Examiner**

**A N e n o r m o u s
p l a n t , m a r v e l o u s
d i s p a t c h — P L U S
e x c e p t i o n a l q u a l i t y**

Charles Francis Press

Printing Crafts Building • Telephone Longacre 2320

461 Eighth Avenue, New York

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Convincing the Dealer That Your Advertising Plans Are True

The Average Merchant Is Inclined to Think That Exaggerated Claims Are Made for Campaigns to Move Goods from His Shelves

By W. Livingston Larned

A COMPANY representative had been talking with the most successful grocer in a New York village, and, among other things, had said this:

"I want you to examine this broadside of advertising that my house will run during the year. Look at it! Almost twice as much money expended as ever before in our history. Here are reproductions of twelve full pages, six of them in color, that are to appear. There will be another series of twenty-four three-column, ten-inch newspaper displays, and you will not be asked to spend a cent. The company places and pays for this wonderful advertising. We will use a new poster every month during the season in your own neighborhood and here is how they will look when on the boards."

Then he proceeded to point out, piece by piece, all of the other units of a wonderful campaign. The broadside was a larger one than usual, gotten up in a handsome manner. But at no time during the conversation did this grocer evidence respectful attention. He was not even polite.

Finally, as the pages were folded up, he asked, "Is that all?"

"Isn't it enough?" retorted the surprised salesman. "If that showing doesn't justify your stocking up more liberally than before, then I'm away off."

The grocer was smiling and shrugging his shoulders. It was evident he had been eager to have his own little say for quite a while.

"Now, tell me," he said, "how much of that stuff will you really run? I hear this same story, about almost everything I keep in stock or might put in stock. It's an old, old tale and I'm beginning to get weary of it. Of course, I

know that when a house like yours advertises it will make it easier for me to turn over the stock, but it's getting so I can't always believe you fellows.

"What you show me and what you actually use in magazines and in newspapers and on billboards and all the rest of it are two entirely different things. At first I believed everything I was told. When one of you folks spread out all that material, it impressed me and I was willing to go in strong because of it. Now I'm a doubter. I admit it. The big plans so seldom materialize.

GREAT EXPECTATIONS

"A young chap came to see me last year at about this same time. The things his house intended to do in an advertising way loomed large. I had the feeling that I wouldn't be able to get in the store for posters and hangers and cut-outs and free literature. Eleven months have passed and I think a couple of little advertisements have appeared. Posters, no. Fancy window cut-outs, no. It was a fizzle. But if I was to judge from the broadside that boy unbuckled on this same counter, his goods would not have remained in stock long enough to get out of the packing cases. The demand would always have exceeded the supply and every jobber in the State would have been dodging me.

"I'm sold on the idea of advertising, although I am not an experienced advertising man and keep a small store in a small community. I know that big national campaigns influence sales. I have had it liberally demonstrated. But what percentage of the material you fellows show is really

used? That is the question I'd like to have answered.

"I'm beginning to think that there's something wrong—and it's not a good idea for me to have that sort of idea. If I felt that everything you have shown me would be set in motion, to make your line move, I'd take a chance and order. But I'm not certain. In fact, I'm mighty skeptical."

Such cases are not in the majority, but they do crop up every little while, and the contention is made that no dealer, no merchant, should for a moment believe that conditions of this class exist as a regular practice.

When there are extenuating circumstances, then explanations should be made. A year ago, a new line of toilet articles was backed by sufficient capital to permit of elaborate color advertising in women's publications.

In perfect good faith and at great initial expense, paintings were made, copy written, plates completed and a sample book of the campaign prepared.

When the campaign was started and field work begun, to inaugurate distribution, everything was done in perfect good faith. The salesmen displayed the book of advertisements to druggists and talked up the progressive features of the campaign. Many orders were received.

But the actual color pages were not run. They have not been used up to the present time. The campaign is scheduled to make its appearance in midsummer. Some catch in transactions, involving a temporary tie-up of promised capital for larger plants, plus changes in all of the original containers, the name of the line and even the list of mediums prevented the carrying out of the first carefully planned schedule. It simply couldn't be done.

The firm, however, did exactly the right thing. It sent out letters to every druggist who had bought the line, frankly and explicitly explaining what had taken place and why there would be a delay. It asked the indulgence of the small dealer in the small town. It did

not want him to think that he had been imposed upon.

Another house, after receiving numerous complaints from retailers that the promised volume of advertising was not making its appearance in newspapers and magazines, was puzzled until it did some personal investigating. Every dollar's worth of advertising money as outlined in the prospectus had been spent.

MERCHANT MUST BE SHOWN THE ADVERTISING

There was very little mystery to it. The obvious was simply happening. The average merchant does not himself follow all of the units of a great national advertising campaign. He may think he does, but it is not borne out by fact. He does not see all of the magazines. He runs upon them intermittently. It might be that he happened to see the issues in which the advertising was not scheduled to appear and, on snap judgment, decided that the firm was not advertising at all, or at least not as it had promised to do.

It is rather surprising how many advertisements the most acquisitive eye and mind overlooks. Memory is another factor. Many magazines come and go. The advertisements are given a swift glance—and are forgotten in their details. Six months later we may think we have never seen them before.

We witnessed a demonstration of this not long since. A grocer was upbraiding a salesman for a large packing-house because the firm was doing so little, in an advertising way, to move the goods from shelves. It was the retailer's contention that this house had practically stopped its advertising.

He was persuaded to accompany the salesman to the public library. They spent three hours looking over a great many periodicals covering a period of nine months.

And the salesman pointed out all of the advertising of his firm for that period. There were representations in nearly all of these numerous magazines. It took the wind out of the merchant's sails.

The men who buy, read

**ELECTRICAL REVIEW
AND
INDUSTRIAL ENGINEER**

McGraw-Hill Company, Inc.
Chicago, May, 1922

for STRAIGHT-LINE SELLING to
operating and maintenance men in
industrial works, advertisers use
**ELECTRICAL REVIEW AND
INDUSTRIAL ENGINEER**

A McGraw-Hill Publication

McGraw-Hill Company, Inc., Tenth Ave., at 36th St., New York.

The best he could do was to mumble: "By jove! I hadn't noticed them."

Not until all of the units of an advertising campaign are assembled, in one presentation, can any adequate conception be obtained of its aggregate importance, its size, its wide variety of appeals. The dealer is apt to get a false impression of advertising schedules from a superficial remembrance of what he himself happens to have seen from time to time.

We know of an advertiser who sends all of the magazines and newspapers on his list to twenty really important dealers in large cities. There is a steady stream of these publications going to the desk of the proprietors, with outer cover markings to designate the page on which the advertisement appears. It is not expensive when limited to customers who are significantly important.

It was pointed out not long ago that after a tire concern had run three-column newspaper advertisements for two weeks in a certain Western city, the largest handler of those tires in the same territory was not aware that the campaign had been run. He had not read the newspapers of his home town during this particular period.

Another method of reminding the dealer that what has been promised has been carefully and conscientiously lived up to, is the issuing of a monthly broadside. When opened up, it contains photograph proof of the fact that a certain list of magazines and newspapers carried the advertising. Covers are folded back to the advertisements and grouped and photographed, however many there may be. Then the text proceeds to tell the story:

"Mr. Dealer, here is photographic evidence in the case. We want to show you, believing that you may not have seen all of the publications on our advertising list, that our campaign is being run exactly as we promised it would be. Here are photographic reproductions of the entire month's schedule, names of publications,

number of the page, circulation, etc.

"We will send you these bulletins each month, during the course of the advertising campaign. Keep them on file. They represent what we are doing for you and prove all our salesmen said when they brought you our schedule some time past. We promised to be progressive in our advertising plans and we believe we are assisting you in a quick turnover of our line."

In other words, it is necessary to do a great deal of missionary work *after* the advertising has started as well as before. The promise and the early demonstration must be followed up by tangible proof of sincerity.

House-organs are useful for this very purpose. The monthly publication sent to the dealer should almost invariably reproduce the current advertising in its entirety and then proceed to tell where it is appearing, results, a reiteration of the schedule, reproductions of posters actually on the boards and clippings from newspapers, showing surrounding material as well as the actual display of the advertiser.

R. Calvert Haws Secures Interest in Chicago Agency

R. Calvert Haws, formerly advertising manager of the Baker-Vawter Company, Benton Harbor, Mich., manufacturer of filing equipment, has purchased the interest of Horace F. Pomeroy in Shuman & Pomeroy, Chicago advertising agency. The name of the agency becomes the Shuman-Haws Advertising Company.

E. K. Thompson Makes a Change

E. K. Thompson, who until recently was with the Advertising Bureaus Company, St. Louis, has been made publicity director for the T. M. Sayman Products Co., of the same city, maker of toilet preparations.

Windmuller with St. Louis Agency

J. H. Windmuller, who has been with the copy and plan department of the Adamars Company, St. Louis advertising agency, has joined the St. Louis office of H. W. Kastor & Sons Advertising Co.

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WHY

is an Advertising Manager?

In 1907 I was "assistant" advertising manager, with plenty to do. But I had time to see the difficulties of the advertising manager. Everybody was always telling him what he "ought" to do. Agency men were always telling him how much "better" they could do it. Under the circumstances, he did well.

One agency man finally sold the president an idea. I forget whether he called it "dominating" or "palpitating." But, no matter. Many thousand dollars failed to make it "dom" or "palp." And the advertising manager had so prophesied—only to get the blame in the end.

That made me wonder why some firms have an advertising manager. I still wonder. I know there are mighty few men who are given a chance to justify the title "advertising manager"—or there would be more good advertising. That idea has governed the spirit of this agency's service for 14 years.

We try to help an advertising manager really manage—by saving his time—by simplifying detail between us—by getting the facts he needs to develop or support his policies. Also we have a unique idea—

The Hoops Method of Constructing Advertising

It forms our basis for working out advertising ideas that fit the situation—for securing executives' understanding and approval of those ideas—for getting into the advertising the ideas that have been approved. And how our copy does please!—because all concerned understand the why of it.

With agency service like this at his command, the real advertising manager gets a chance to think, to manage. Of course, he gets results—and what is rarer—the hearty appreciation of his fellow executives. Wouldn't that be a good thing in your firm?

WALTER W. HOOPS

HOOPS

ADVERTISING COMPANY · EST · 1908

Charter Member—American Association
of Advertising Agencies

9 EAST HURON ST.



National Outdoor Advertising Bureau
Audit Bureau of Circulations

C H I C A G O

Appealing to Life's dis

THE largest circulation in the class field and the lowest rate per line per thousand.

200,000

net average guaranteed
with pro rata refund

Geo. Bee. Are., Life's Adv. Mgr., N. Y.
H. F. PROVANDER, Western Mgr.
1537 MARQUETTE BLDG., CHICAGO

criminating Mass of Class



THE cover designs of this master painter now appearing exclusively on Life reflect the quality of the publication and the character of its following.

Today every business concern is faced by the twofold necessity of keeping sales up and keeping selling expense down.

In New Orleans, the leading department stores are successfully meeting this situation; and in studying their means of doing so it is significant to note that the New Orleans States has carried more department store advertising since the first of the year than any other New Orleans newspaper.

NEW ORLEANS STATES Concentrates in New Orleans



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Collection Methods Which Bring Profits

Important Always to Remember That Good Customers Ought Not to Be Lost by Erroneous Methods of the Collection Department

By H. K. Sheridan

THERE is nothing mysterious, or rather, there should be nothing mysterious about the collection process. The collection is as inevitable as the sale itself. Merely because many collections are made rather by the customer than by the seller is no reason for a misconception which, even in these enlightened collection days, still persists in merchandising circles. For collection, after all, is merely a matter of payment by the purchaser.

If the purchaser so arranges his records and his finances that payments are made without a reminder from the seller, then the collection is made by the purchaser. This can easily be proved. Let us suppose that it was the established system for buyers in general to maintain a card catalogue diary of the dates of their maturing obligations. Let us further assume that it was the practice of all sellers to enclose with their invoices a card which would fit in the buyer's card catalogue on which was given the date of the purchase, the date of maturity and the amount. In such a case, assuming that the system was correctly maintained, the debtor would be reminded of his obligations so that payment would be made at maturity. Surely by supplying such a card the seller would not be the collector, for such a card would be merely another form of an invoice on which the terms of sale were printed. The collection would be made, to be sure, but made by the purchaser.

The literal meaning of collection is the gathering into one place. There is nothing in the word itself to point to the one obligated with the duty of gathering obligations. As a matter of sound merchandising, collection

is a joint duty. It is the duty of the seller to make clear the date when the collection is due, and it is the duty of the buyer to record that date and to fulfil his obligations at that time.

There can be no doubt that many otherwise able enterprises lose the fullest possible advantages which they might well expect from their abilities in production and sales, solely because of their failure to appreciate the true function of collections.

Sound collection methods insist that the customer rather than the immediate indebtedness is the main object. Customers must not be lost by methods designed to collect indebtedness. It is only when a customer has divorced himself and ceased to become a customer that outstanding indebtedness should be sought by means devoid of sales tactics.

Inevitably the great majority of collections are made through correspondence. It is only in rare industries, and then usually within certain close territorial limits, that collections can be made in person. The written word must, therefore, be the medium of the great bulk of collections.

INTEREST SPREADS BEYOND COLLECTION DEPARTMENT

So closely entwined with the sales process is the collection process that every merchandiser, whether he be directly affiliated with management, sales, credits or advertising, is necessarily interested in collection letters. Without excuse or apology, we present a few examples selected to show the harm as well as the good that can come from this sphere of the written word.

Here is a letter which was directly responsible for the loss of an important jobbing connection

of a Pennsylvania manufacturer. This Pittsburgh manufacturer sold on terms of one per cent, ten days, net thirty days. During the six years previous to the writing of this letter not one payment had been made by the Utah jobber which was strictly in accord with the terms. In several cases payment had been made in twenty days from date of invoice, but with cash discount deducted. In the great majority of instances payments had been made in from forty to seventy days, after one or more collection letters had been written. This wholesaler was known through association channels to pay others a trifle more promptly than he paid the Pennsylvania maker, but in no case had he been known to pay promptly at maturity. The letter read:

We bring strongly to your attention the fact that you not only owe us \$672.48, but also that this is now twenty-five days overdue.

You probably know that even with your agency rating in dollars well over the \$150,000 mark, that the credit symbol places you definitely with those of doubtful desirability from a credit standpoint. Do you realize that you are hurting yourself immeasurably? Today, manufacturers doubly appreciate customers who pay promptly. They pass by those on whose prompt payments they cannot depend. Why don't you look these facts squarely in the face, send us a check for \$672.48 and instruct your bookkeeper to note that our invoices are to be paid on the dot? Please wire us, collect, that your check is in the mail.

It is interesting to note just why this letter lost the account. As collection letters go, it is not caustic. It is nothing more, at first glance, than a mechanical request for prompt payment, with a further request for further prompt payments. Nor did the preaching alone seriously offend. The jobber took bitter and unforgiving offense at the sentence which included the words "instruct your bookkeeper." As a matter of fact, this jobber had twelve employees in his accounting department. If the collection department of the Pennsylvania manufacturer had only worded that particular sentence to show at least the possibility of a full-fledged department, there is no doubt that the account would still be on his

books. But by making it clear that he felt that he was dealing with a one-horse, one-bookkeeper outfit he hurt the pride of the wholesaler, who promptly sent the check and sent a wire which ended all relations.

Here is another collection letter which lost an account:

You are quick enough to ask us to rush out your orders. But you are as slow as cold molasses when it comes to sending us checks in payment. When we put ourselves to a whole lot of unnecessary trouble to give you service, isn't it up to you to reciprocate when the invoices come due?

Just to show that you now see the matter in this light, why not put a rush tag on this letter which will result in a check being sent us today?

This letter deserves to lose the account. The single word "unnecessary" would in itself form ample justification. The writer of that collection letter had an excellent idea. He really, and probably without consciousness of it, all but pictured the co-partnership of the seller and the buyer. All but unconsciously he brought the seller's mind close to his own. But the words "when we put ourselves to a whole lot of unnecessary trouble" clearly showed that the writer, and by inference the enterprise, resented more than mechanical filing of orders. The buyer has a right to expect that in moments of need his chosen sources of supply will "trouble" themselves to give prompt shipment. Such "trouble" should never be regarded as "unnecessary."

The second and final reason why this buyer ended his relations with this seller was the suggestion that the general manager, to whose attention the letter was addressed, should, could or would send such a letter with any comment to his accounting department. Any good business man resents the idea that anyone has a right to make him look small in the eyes of his employees. Surely a weak knuckling under, such as was suggested, would have lowered the general manager's standing in his own company.

Let us turn to the more pleasant thoughts of successful col-

THE ST. LOUIS STAR

First

IN

Department Store Advertising

As shown by the lineage figures below,
The Star, during April, carried a greater
volume of Department Store Advertising,
DAILY AND SUNDAY, than any other
St. Louis newspaper.

THE STAR.	348,887
Post-Dispatch.	317,717
Globe-Democrat.	169,169
The Times.	119,590

ANOTHER RECORD!

The Star, during April, 1922, carried
more advertising daily and Sunday for six
of the foremost retail Women's Cloak and
Suit Houses than all other St. Louis news-
papers COMBINED.

(Average Circulation of The Daily and
Sunday Star for April, 100,607 net Paid)

National Advertising Representatives

STORY, BROOKS & FINLEY

New York

Chicago

Philadelphia

Los Angeles

San Francisco

—don't say "PAPER" say "STAR"

Trade Mark Registered

lection letters. The first one was written by an Ohio rubber company to a customer in California. This customer was a chronic offender. He sometimes was slow in his payments because his funds were temporarily low, and sometimes he was slow in his payments as a matter of practice. The letter read:

Did you ever have one of your children run away from home and return just when you were at the verge of distraction? Of course, you have. For every parent goes through such an experience.

And when the youngster has returned, haven't your feelings been mighty well mixed? Your first thought is of pleasure at the return, and your second of indignation that he should have caused you a moment's perplexity. Now, your company is no youngster. You've been the outstanding figure in tire circles in Pasadena (only it wasn't Pasadena) for a dozen years, and then some. Come to think of it, we used to ship you bicycle tires back in the high-wheel days, which means nearly forty years.

But when one of your orders comes in, somehow I think of the last time one of our youngsters ran away. I feel tickled as can be to see the order, and then I think of the perplexity your actions have caused.

Now our terms are the same to everyone. We pride ourselves on being fair to everyone. Yet when I look back over your account I find that you are really making us unfair to other customers because you make us give you more time, although you will have to admit that we have done our best to remind you just when each invoice matures.

Let's turn back the pages of our relationship four or five years—back far enough so that you will see that I'm just seeking an illustration and not trying to throw out my chest. You'll find back in 1917 that one of your orders might have called for one thing or for another thing. We shipped you what the order seemed to call for. You will remember that the moment we received your letter telling us that you'd received goods that you didn't really want, we wired you just what to do. Within twenty-four hours we had taken the tires you didn't really need off your hands, and had started an express shipment and a freight shipment of the goods you did need.

You will remember that we, a month later, made good, on receipt of your letter, that lot of seconds that proved to be under-cured and in far different shape than we anticipated.

Now couldn't we have perfectly well stalled along thirty days, sixty days or ninety days in these adjustments? You know that we could, and that we could have made it seem perfectly plausible.

Your business means a whole lot to us, territorially, sentimentally and profitably. There should always be a smile, with no following frown, when an order comes in from you.

Don't bother to write us. But when the next invoice and the next and the next come due, say it with a prompt remittance.

This letter deserved the result it achieved. Naturally, the follow-up was an equal work of art. For it started the moment the first remittance came in. Only once in the following eight months was it necessary to write a half-humorous, half-serious letter. Today, it seems all but certain that this account has been converted to the fair-play idea of prompt remittances.

That a ready response is inevitable to a well-written collection letter is far from the truth. Many skilled letter-writers enter so keenly into the spirit of the game that they overlook the financial side of the buyer and seller relation. In many instances the most that can be expected of a collection letter is the starting of a proper train of thought.

Such a thought may start from an expression of the idea that a man, in order to make prompt payments, must himself receive prompt collections. All familiar with collection methods appreciate the value of such educational ideas. But merely to suggest prompt collections is crude—and the collection letter should never be crude. Similarly, blunt references to "fair-play" so often lack polish and finesse as to be devoid of the tact and courtesy which is justly due a customer.

Here is one example of cashing in upon an opportunity. Incidentally, the collection letter-writer who believes in fiction in writing should write novels and not collection letters. Insensibly, from indirectly treading on dangerous ground, he becomes a confirmed liar. And as a confirmed liar he becomes known as a confirmed liar to those to whom he writes. At this stage his usefulness in the merchandising process ends.

So this letter is not given with the idea that it will supply a model to be used regardless of circumstances. Rather is it given to stimulate the thought of the possibility of using incidents in

***Write for
this set of seven
convenient blue prints***

They chart the publishers' statements of the six National farm papers.

Every advertiser and agency man feels the need of definite, fair and authentic comparisons between publications in the same class.

These are, of course, available in the circulation statements and rate cards of the various publishers, but it is a tedious job to ferret out the necessary items and set them side by side, in such form that the significant facts are quickly grasped.

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The Research Department of *Farm and Home* has, therefore, taken the most important information given on the statements of the National farm papers, and has made up a set of seven simple charts.

Whether or not *Farm and Home* shows up best for your individual needs is a matter for you to judge—we merely offer to supply the unquestioned facts, in convenient form.

You may have a set of charts for the asking—and don't use your letter-head unless you feel like it.



The National Magazine of Rural Life

PHELPS PUBLISHING CO., Publishers

DAVID R. OSBORNE, Advertising Manager

SPRINGFIELD, MASS.

5 South Wabash Avenue, Chicago

456 Fourth Avenue, New York

collection letters—and using them when they occur. The customer in this instance was a retail merchant in Missouri who had visited the factory of the manufacturer and who was consistently of the type that pays fifteen days after due date.

Dear Mr. Jonesborough: Your account of conditions in Northwestern Missouri evidently made quite a dent in Mr. Morton, our worthy president. This morning he came to my desk and asked me about conditions in Northwestern Missouri, where we are making an advertising drive, as you know. He suggested that you might be able to supply some mighty interesting details. Then he asked me if you were still showing the same old interest in our line. Naturally, I told him that you were sending in your orders regularly. Then Mr. Morton asked, "No credit or collection worries there, I imagine?" Now, here's where you can do me a favor. I told Mr. Morton that we had recently shipped you one of the largest orders you had ever placed with us, and that I knew mighty well that it wouldn't be necessary to draw on you.

When I said that, I had in mind our long and very pleasant relations with you. I had in mind, also, the fact that you always put our invoices where they failed to turn up for ten or fifteen days after due date. So that a draft was inevitably sent. But even as Mr. Morton asked me that question, it struck me that you were so friendly to us that you would be glad to instruct personally the ones in charge of your payments so that you would save us this additional detail.

You can count on every service that our organization can render. For we know you. You've been here and lunched with us. You've given us liberally of your advertising space in the *Clarion*. We've tried to reciprocate by making sure that every little and big sales help of any kind started on its way to you from the initial shipment we received from our sources of supply.

So we know that you will stretch a point and, when you receive a note from me on the thirtieth, you'll see that a check is mailed promptly on the second.

There is no question at all that this letter was directly responsible for the coming into being of better and closer relations. "Mr. Jonesborough" wrote most appreciatively of the personal note. While on two later occasions remittances were received five days late, the collection manager wisely paid no attention to these slight slips. The account can now be rated as "prompt pay."

Here is a letter that worked wonders. It was addressed to a customer who had always paid

promptly, but who was known, through a report which came from a friendly salesman in an allied line, to be expanding outside his direct line of business. In consequence of this tip, when for the first time an account ran along without payment and a thirty-day overdue mark was reached, the credit manager, who also handled collections, wrote:

Uncle Sam has had a mighty good record in safely carrying our letters back and forth since 1914. In all that time there is not the slightest indication in our files that our letters, invoices and statements have not reached you promptly—in fact, there is every evidence to the contrary. In the same way, Uncle Sam has made a clean record with us, for our ledgers show that your checks have come in promptly every single time.

So if Uncle Sam is at fault this time we will both have to remember his good past performance. We ought to be good friends by this time, and we are good friends. So if we have slipped up in connection with statements or invoices covering shipment of February 2, you'll overlook it and accept with a smile the duplicates attached. And if you have overlooked our invoices and statements we'll do the same. Incidentally, as there is certainly a mix-up somewhere, we are dating that invoice "As of March 2," so that when your remittance comes in by return, your record will be 100 per cent to anyone who inquires.

It is interesting to note the reply to this letter.

Dear Mr. Towman:

Enclosed find check. This should give you the smile that you mention in your letter of the second. Just between us, there wasn't any mix-up. I closed my eyes to your invoice because I was setting my oldest son up in business for himself. As you know, I have never asked you for any extra time or favors, and while I should, of course, have written you frankly, somehow I couldn't till your letter came in with its good humor.

Now I'll confess that I would appreciate it if you would stretch a point and give me another thirty-day dating on my invoice that is due on the twenty-fourth. After that, as far ahead as I can see, you will find Uncle Sam the same old 100-per-cent letter-carrier, and in any event my checks will be given to Uncle Sam so that my record will be A-1 on your books.

All collection letters should pay profits by preserving customers.

K. R. Pyatt has joined the staff of the Chambers Agency, Inc., New Orleans. He was formerly connected with Johns-Manville, Inc., New York, in the advertising department.

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PRINTERS' INK



Seven years ago
we started with
an Idea—

to sell Color space in the
highest class magazines in
America—

THE QUALITY GROUP—
at the lowest possible cost;
lower than Color space
in any other high grade
magazines.

We succeeded
We have sold over 600
million color pages



Ruggles & Brainard Inc.

Color Pages

250 FIFTH AVENUE
NEW YORK

(See next page)

PRINTERS' INK

The first advertiser to sign a contract with us was THE HOLEPROOF HOSIERY Co., Milwaukee, Wis. They have used Color pages in THE QUALITY GROUP continuously for seven years.

Holeproof

Hosiery

© G. L. E. PHILLIPS

© H. H. Co.

HOLEPROOF is the hosiery of lustrous beauty and fine texture that wears so well. It is not surprising, therefore, that it is selected by many people who can afford to pay far more for their hose, but who prefer the Holeproof combination of style and serviceability at such reasonable prices. Obtainable in Pure Silk, Silk faced and Lusterized Lisle styles for men, women and children in the season's popular colors. If your dealer cannot supply you, write for price list and illustrated booklet.

HOLEPROOF HOSIERY COMPANY, Limited, London, Ontario

"Say
it
in
Color"

FOR WORK BY
ZEESE-WINSON Co.
Color Illustrations and Color Printing
LONDON CITY, N.Y.

PRINTERS' INK

Your own
advertisement
in Color
will be
*seen,
talked about,
remembered.*



Sold for
THE QUALITY GROUP
BY



Ruggles & Brainard Inc.

Color Pages
In The Quality Group

200 Fifth Avenue
New York

(See next page)

FOR WORK BY
EISENBERG & WILSON Co., Inc.
Color Illustrators and Color Printers
LONG ISLAND CITY, N.Y.

PRINTERS' INK



(Continued from preceding page)

Here are six reasons why we can quote a lower rate for Color pages than other high-grade magazines

- we print many Color pages each month for these six magazines at one time
- require only one set of original Color plates
- have only one electrotype cost
- one make-ready cost
- a long press run on a big sheet
- one big manufacturing operation.

Instead of the old way -which required a set of original Color plates for each magazine

-and multiplication of electrotype and make-ready costs and press runs in half a dozen different printing plants

It costs only 6 2/3 cents per family per year to capture

THE QUALITY-MARKET

Ruggles & Brinard Inc.
Color Pages
200 WEST 40TH ST.
NEW YORK





May

ATL
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HAI

ATL
CEN
HAI

May 18, 1922

PRINTERS' INK

89

HOLEPROOF MAGAZINE CO.
400 Madison Ave.
NEW YORK CITY
HOLEPROOF MAGAZINE CO.
1001 Broadway
CHICAGO OFFICE
1431 LEXINGTON
PACIFIC COAST OFFICE
528 Madison St.
SAN FRANCISCO



MILWAUKEE, WIS. U.S.A.

May 9, 1922

Mr. Howard P. Ruggles,
c/o Ruggles & Brainard, Inc.,
New York, N. Y.

Dear Sir:

In the use of color advertising in The Quality Group of Magazines, it is my opinion that we have a combination that both theoretically and practically cannot be surpassed in the field of magazine advertising.

As you know I have a fundamentally strong belief in the use of color in any form of advertising; it would be difficult for me to say how many times more valuable from an attention-attracting standpoint a page in color must be than the identical page in black and white, but I am confident that the former is many times more valuable than the latter. As you know, I was the first advertiser to sign a contract with you eight years ago when you started the idea of selling color in The Group Magazines as a single unit. Since that time I have used color pages continually and have no reason to think that I have made a mistake in following and adhering to this policy.

While I do not ascribe the tremendous growth and success of our business to this particular phase of our advertising campaign, yet I am sure that with a given amount of money to spend we have accomplished a great deal more along this particular line than would have been the case had we used only black and white. Of course, we have been very careful to procure the best available art work and illustrations and we have strengthened this effort by reproducing these illustrations in color, making the most of our opportunity.

While the presentation of our advertisements in color would appeal to practically every magazine reader, we feel that we have reached a particularly discriminating public in using The Quality Group.

Either as a result of our advertising policy or in spite of it, I can say that our business has increased eight times in volume since we first adopted the policy of advertising which we have consistently followed.

Very truly yours,

Earl French

President,

HOLEPROOF MAGAZINE COMPANY

THE QUALITY GROUP

ATLANTIC MONTHLY
CENTURY MAGAZINE
HARPER'S MAGAZINE

REVIEW OF REVIEWS
SCRIBNER'S MAGAZINE
WORLD'S WORK

Buying Mail Orders at 50c Apiece

How Advertising Enters into the Plans of a New York House

By Ralph K. Wadsworth

ON lower Fifth Avenue in New York is a new mail-order house, as yet small, that started from an experiment in selling wearing apparel direct from newspaper advertisements.

The proprietors of this company—The Bonwit-Browning Co.—had often thought of the mail-order business, but an immediate outlay of several thousand dollars on an untried venture did not appeal to them. They were willing, however, to try out a campaign requiring only a few hundred dollars. This was to be the reverse of the usual mail-order procedure. Instead of selling from a catalogue sent to names secured by advertising, they were to sell direct from the advertisements themselves. Not that this was original—it has been done for years—but in this case there was so much competition it was important to prepare advertising that would outsell competition.

Two initial advertisements were prepared and given a try-out in two papers. Both were an instant success. A velveteen dress that was featured brought in 110 orders from an advertisement costing \$49. Thus encouraged, the Bonwit-Browning people extended their advertising to include many other papers known to be good mail-order mediums—and

always with the same good results. From advertising in another publication, which cost them \$350, they received more than 700 orders. Since then they have been advertising other garments, and with consistent success. A jersey

dress advertisement sixty-six lines deep was given a try-out in a Philadelphia paper at a cost of \$36. It brought in sixty-eight orders. It is now being advertised in other papers having a total circulation of 7,000,000, and is pulling equally well with them.

Of course, advertising in this way the Bonwit-Browning Company soon accumulated a valuable list of names, and to these a special mailing piece was sent, with good results. It is interesting to note that their experience with the flyer was in some respects the reverse of that when selling from the other advertising. In the case of the latter the company found that only the low-priced dresses paid.

On the other hand, in the mail its best seller proved to be the highest-priced dress.

It also uncovered many other interesting facts as it proceeded. To advertise an article and draw enough business to pay for the space would seem the simplest thing in the world, but it isn't so easy as it looks. First, you must be sure that your mer-

Just Out!

New York's Newest Creation

You couldn't pick a more fashionable dress than this stunning model, already adopted by New York's best shops. The price doesn't bear express the value. It isn't even the wholesale price. It's the manufacturer's own cost, given to help us make new friends.

Offered at MANUFACTURER'S COST \$5.95

Fine Quality Velveteen
A well made dress of fine quality velveteen with sleeves, neck and hips trimmed with Paley silk in rich colors. Sizes 14 to 30 yrs. 14 to 40. \$5.95 for Black, \$6.50 for Navy, \$7.00 for Grey. Order early! **PAY ON DELIVERY**—We'll rush your bust, waist and hip measure, select and pay postman \$5.00 and savings when delivered. Or send \$5.00 with order and we pay postage. Money promptly returned if Not Satisfied. Orders Filled by Mail Only.

THE BONWIT-BROWNING CO.
250 Fifth Ave. New York

DISTINCTIVE COPY SELLS LOW-PRICED DRESSES BY MAIL ORDER

chandise is what mail-order buyers want. Then you will find that mail-order advertising requires a special kind of art treatment and special copy.

WHY LOW-COST GOODS OUTSELL OTHERS AT FIRST

To determine the best selling prices, the Bonwit-Browning Company experimented with a number of dresses. It found that to obtain the proper volume of sales a dress should not be priced over \$7 in an advertisement. It seems that people who have never heard of you are loathe to part with much money on their first order, even though they are perfectly willing later to buy your higher-priced garments. Also, price is a big factor with mail-order buyers.

Of course, the Bonwit-Browning Company had other elements to consider in selecting the best garments to sell through advertising. There was the seasonableness of the material to be thought of as well as certain style lines and features that seem to be demanded by the mail-order buyer.

Having selected the right merchandise, much care was taken to see that it was illustrated and advertised properly. It is amazing what a difference in sales the right kind of art work and copy will make. Sometimes to get the right style lines into a drawing it was necessary to work three hours with the artist while the garment was being sketched. If this were not done, the artist might kill the style appeal by blousing a straight-line garment or perhaps drawing the wrong neck line.

The copy itself required much thought. When you are selling "sight unseen," you must give a vivid picture of the quality, appearance and other features of your merchandise, and for economy's sake do it in the fewest possible words. That the copy used by Bonwit-Browning is a success is indicated by the results. Frequently customers clip out the newspaper advertisement and attach it to their orders. An examination of these clippings often shows the art work so badly

printed as to make the style unrecognizable. In such cases the copy alone had to do the selling and brought in the orders.

What the Bonwit-Browning Company is doing in the dress line may offer a suggestion to manufacturers of other merchandise who are looking for new outlets. It certainly has immense possibilities because it is national in scope, and has the additional merit of requiring a comparatively small expenditure for the initial try-out.

American Legion Advertisises "Mother's Day"

Newspapers in various cities of the country carried an identical advertisement inserted by The American Legion and the Women's Auxiliary requesting their members to observe Mothers' Day.

"You served home and country and know what home ties mean," reads the advertisement, "wear a flower in honor of your mother. Write to her if you can't be with her. Send her flowers. Go to church in remembrance of her." National and local programmes were arranged and people were asked to communicate with local posts for information.

Worcester Newspapers' Third Annual Outing

The third annual outing of the Worcester, Mass., *Telegram and Gazette*, for members of New York advertising agencies, will be held on May 24 and 25. Private cars that will carry the guests of these two newspapers to Worcester will leave New York on the morning of May 24.

I. R. F. Spiegel Now in New York

I. R. F. Spiegel, who was recently elected vice-president of Critchfield & Company, is now in charge of sales for that company in New York. Paul Wing continues as general manager in charge of service in New York.

New York Agencies Meeting

The annual meeting of the New York Council of the American Association of Advertising Agencies will be held at the Yale Club on the evening of May 18. Election of officers will take place.

C. W. Simpson Advanced in Jamestown

C. W. Simpson has been made advertising manager of the Art Metal Construction Company, Jamestown, N. Y. For eight months he has been assistant advertising manager of the company.

A Banker's Appraisal of Advertising

Advertising Is the Strongest Ally of Business, But Not a Substitute for Masterful Conception or Able Management

By John G. Lonsdale

President, National Bank of Commerce in St. Louis; President, National Bank Division, American Bankers Association

FOR fear you might think my talking about your business is presumptuous, I want to hastily qualify as a critic, even though my presentation to follow might show, like all who sit in judgment, that I have a few blind places in my soul.

The banker has changed from a mere dealer in moneys into a polyglot type. He is the veritable Pooh Bah of Business, Lord High Keeper of the Wampum, Chamberlain of Defuncto Businesses, Chief High Adviser to the Doubtful and High Executioner of the Delinquent.

The banker bears the same important relation to your business that he does to most all industries. Resultful action has an affinity for money, which is the license that permits those of banks a wide latitude of inquisitiveness. Until a few years ago, a banker was a combination of money-lender and accountant. Today he must have an understanding of economics, a general knowledge of the raw materials and their supply and the demand for the basic manufactured articles. He must read the future from the past, and oratory, after my fashion, at least, must show up in his list of accomplishments. He is even expected to know advertising in general—how and when to stop or begin.

Advertising, once considered an unnecessary appendage, as a vehicle for the spectacular, today is firmly entrenched in the world of commerce. It is the life-giving vitamin of business—the great spark of vitality necessary to commercial relations.

From an address before the New York Council of the American Association of Advertising Agencies on May 12.

As a commercial adjunct, advertising is youthful as compared to the ancient fundamentals of business—bartering, selling and banking. Still, humanity has reaped blessing after blessing through the printed word. Advertising has traveled far, undergone its test by fire and out of its cycle of vicissitudes proved its real worth. Those who scoff at "paid publicity" can no longer be charitably classed as not wanting to be the "first to lay the old aside, nor yet the last by whom the new is tried." The novelty and experimental stages were passed years ago.

NOT A CURE-ALL

Advertising should be judged by its accomplishments in particular and not collectively. Too often some overzealous champion of the cause prescribes advertising as a panacea for general ills, a sort of magic, superhuman obstacle-surmounter, an all around substitute for business brains, which puts the tinkle of gold in the cash register without the aid of either artifice or acumen while the owner summers at "Workless-on-the-Hudson."

If the custodian of the funds, the third point of the important triangle, balks at the little thing of producing the wherewithal, failing to see with the naked eye the Elysian Fields of sales, he is in a fair way to be branded as one of those who have not been "sold."

I hold no brief for those bankers who cannot see advertising with either end of the telescope, no more than you agency men stand sponsor for some of the abuses of your profession.

(Continued on page 97)

Condé Nast

*Announces the
following
appointments:*



C. B. KIRKLAND

*Advertising Director
The Nast Publications*

L. D. FERNALD

*Ass't General Manager
The Nast Publications*



The above picture shows a part of the \$500,000 "Return to Prosperity" parade which passed through the streets of St. Cloud, Minnesota, on Tuesday, April 18, 1922.

This was a "Red Baby" Day for St. Cloud, for never before, to our knowledge, did any company ever deliver so many trucks to actual users in one day.

That the St. Cloud branch, one of fourteen in THE FARMER's territory, should have led all of the 92 branches of the Company in the United States, with Boston second, Harrisburg third, Denver fourth, etc., demonstrates the optimistic spirit and determination of Minnesota's merchants and speaks well for the future prosperity of this section.

Especially is this true when it is learned that these trucks carried 500 cream separators, which soon will be at work increasing cream checks for dairy farmers.

**Take a Tip from
the Harvester Co.
Start Your Big Drive for
Business NOW—in the
Land of Bread and Butter**

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168 "Red Baby" Trucks Delivered in One Day!

"St. Cloud, Minn., Branch of I.H.C. Leads Entire U. S. and Canada in Sales of 'Red Baby' Trucks," says Vice President McKinstry

"WE started out to make this a celebration for our dealers," said Wells Levens, manager of the St. Cloud branch of the I. H. C., "but the spirit of St. Cloud and of Minnesota has taken it far beyond our greatest hopes. This is more than simply the delivery of \$500,000 worth of farm equipment, important as that is, and significant as it is of returning prosperity."

Minnesota farmers are going ahead. They are milking more and better dairy cows. Cream checks are being cashed every month.

Here in the Northwest is your greatest opportunity for sales in 1922 and every year. *Now is the time to start.*

**Seven
Out of
10 Northwest
Dairy Farmers
Subscribe to THE FARMER**

Advertising that "Follows Through" Brings Best Results

Ask Us for Detailed Information

THE FARMER

The Northwest's Weekly Farm Paper

ST. PAUL, MINN.

Member Standard Farm Papers

Wallace C. Richardson, Inc., Standard Farm Papers, Inc.
85 Madison Ave., 1109 Transportation Bldg.,
New York Chicago



TO THE ADVERTISING MANAGER WHOSE PRODUCT SELLS IN A RETAIL STORE

You place your "general publicity" advertising through one advertising agency because of the unity of purpose and result.

Accordingly you should place your dealer advertising material in the hands of one producer so the result will be a complete one, whether limited to a window trim and labels, or a more extensive group of material covering window trimming, store cards, hangers, counter displays, calendars, booklets and folders.

We should like to talk to you about dealer advertising. There is a vast accumulation of successful experiences back of our ideas.

WOODWARD & TIERNAN
PRINTING COMPANY
NEW YORK ST. LOUIS CHICAGO
OMAHA
LITHOGRAPHERS PRINTERS
LABELS-WRAPPERS-WINDOW DISPLAYS-STORE DISPLAYS-CALENDARS-BOOKLETS-FOLDERS

May 18,

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Correction can only be attempted in your business and mine. There are many things that are thorns to our hopes until we have remedied them. Worthwhile accomplishments often result from little words of encouragement. If I can arouse your interest in the advertising practices the banker views with a corrective eye, we'll both be traveling toward the acme of perfection, which, though perhaps never reached, is the highway of progress.

RELATION TO LOANS

We're all business men here together and I am going to speak frankly. There has been some good, sensible comment lately on advertising as a loanable asset. Has it such a value? It surely has a great value. Then why don't banks loan more money for advertising campaigns? When you ask that question you are too inclusive, dealing in futures and including every possibility from Dan to Beersheba. Until a firm has demonstrated by its own business acumen the value of its product and a clear, safe understanding of the relative values of advertising, a loan for promotional purposes is an extremely hazardous move. Presenting plans for a spread campaign without other backing as a loan consideration would be as logical as a firm coming to a bank and saying, "I've hired the highest-priced sales expert obtainable, loan me \$150,000."

Such proved business leaders are surely an aid to confidence, and so is a sane advertising programme, but are inadequate as tangible, definite assets for loanable collateral. Between the loan made on the basis of a proposed campaign and its maturity are all the elements of gamble in the world. A dozen vital conditions besides the mere buying of advertising enter into a successful campaign. Advertising, with all the glamor and halos that are sometimes cast about it, cannot substitute for sound management or real liquid assets.

Yet advertising has a most estimable place in the mind of

the average banker, and this regard is growing daily. In suggesting how to improve this bankers' conception, such criticism as I must necessarily indulge in will be to your advantage.

I believe in advertising with my whole heart and soul. In St. Louis we've built up one of the nation's largest banks, and advertising, backed by the goods, as it always must be, has been an important factor. Yet I cannot argue for any and all kinds of advertising any more than I can approve of all methods of banking.

More truth in some advertising agencies might raise perceptibly the bankers' regard for advertising. This is not a blanket indictment. I speak of the exception, but that exception, like the criminal in society, is unfortunately altogether too conspicuous. The penalty for advertising abuses comes to everyone connected with it, and therein should be your interest.

There's too much loose talk connected with advertising. A large manufacturing concern in the Middle West was considering a campaign some time ago and two or three agencies were hot on the trail. One zealous young salesman was exceedingly aggressive. On his third visit the general manager called in the credit man.

This firm, while the largest of its kind in the country, produces a very high-priced product that had only 1,000 possible customers in the United States. This young agency man proceeded to lay out a \$250,000 campaign, spent mainly in a magazine of large circulation and of high rate, a valuable medium, indeed, but shooting two million shots at a cost of \$250,000 to hit 1,000 targets.

"Young man," said the credit man, "do you make \$15,000 a year?"

"No," said the youngster, unabashed.

"Do you make \$10,000 a year, or even \$8,000?"

"No, what's that got to do with it?"

"Everything," replied the credit man. "Here you stand trying to

give us expert advice on spending \$250,000 a year, when you have no conception of such money values. You rush us, theoretically, into a magazine of great circulation, not because it especially fits our needs, or particularly reaches our markets, but because it is the quickest way to use up the \$250,000 with the least effort on behalf of the agency for its copy writing commission."

HOLDING THE PURSE STRINGS

Now, bankers do not usually handle loosely money considerations of such proportions. Many heads and advisers would counsel on an expenditure of this size. Conservative, yes, that's the appellation, but I look back over 1921 with its quota of wrecks and failures and give thanks that the purse strings of the nation are in sanely conservative hands.

I know a washing machine company—you perhaps can identify it—whose advertising was par excellence, and yet, good as it was, it could not carry the entire load. Advertising is the strongest ally of business, but not a substitute for masterful conception or able management. True, I've known of shoestring starts that rose rapidly to fame and fortune through first having the right product and being able to float a snappy advertising campaign; but the meager, backroom start, with advertising as the siren of success, and the banker holding the bag, is the exception. However, these exceptions are the will-o'-the-wisps like the 1,000-barrel oil-well everyone hears about, which sells stock in the thousands of wildcats and "dusters" that we're all ashamed to tell about.

Then, too, there has been too much advertising lightly placed to make business for the agency, but not for the trade; the banker hears more of these failures than he does of the successes. I have talked frankly of these abuses to you gentlemen, not because you are at fault, or to blame, but because every abuse of credit for such purposes, but retards the greater regard of advertising. It

hurts not only the particular agency, but advertising in general.

In the council chambers of various boards I've heard criticisms of the salesmen or the agency that induced large concerns during 1920 to advertise extensively, when the greatest possible benefit that could be derived was the pointing out of the president by his fellow-townsmen as he sat on the country club porch, as "the head of a great and growing concern—a *big advertiser*"—big modifying money and not advertising.

Some have suggested that this sudden awakening to the values of advertising by those long dormant to its influences had something to do with the tax question. I do not presume to know. I do know that every piece of advertising, great or small, placed with any other motive in view than the studied and careful enlargement of markets and the legitimate development of business is a reflection on all men connected with this vital and powerful element of business promotion. One such case can do more to destroy the confidence of the public than fifty successful examples, because the world so easily assimilates derogatory gossip.

A SACRED RELATIONSHIP

The advertising counselor's or agency's relation to business is as sacred as that of the banker to his customer. His advice is as important to the client as the brief of a lawyer, as pertinent as the prescription of a doctor—I speak of medicine, of course. I am glad that the major purpose of the American Association of Advertising Agencies is the encouragement of this attitude of responsibility. You could not be engaged in a greater work for yourselves, for advertising or for business in general.

Now as to its credit standing: I wish it were possible for me to take you into the credit department of a large bank, or before a session of the discount committee. You would find there that next to actual liquid assets—and many times not even this exception is made—good-will or the reputa-

Don't let your orders wilt in the front office

HIDDEN behind a door marked "President" or "General Manager" or something equally effective is a man who is censoring requisitions with grim severity.

Salesmen rarely reach him—yet he is the man who wields the ax on many a laboriously-cultivated requisition.

An advertising campaign which fails to reach this man-at-the-top is unequal to modern selling conditions.

In the field of iron and steel producers and of manufacturers of products made wholly or in part of iron or steel the publication written wholly for the man-at-the-top is

THE IRON TRADE REVIEW

Members
A. B. C.
A. B. P.

a Penton Publication

Ten thousand, one hundred and twenty-five copies a week, paid circulation, gives the advertiser an audience whose total buying power can hardly be estimated and focuses the advertiser's message on the Men-Who-are-Masters-of-the-Company Purse-Strings.

THE IRON TRADE REVIEW
PENTON Bldg., CLEVELAND, OHIO



tion of a prospective borrower is the acid test of credit, the gauge that determines a firm's borrowing power, for advertising or any other purpose.

Constructive, result-producing advertising is the greatest builder of good-will. It adds to the stability and reduces the doubt and moral hazard involved in financing.

In this respect every American banker is giving advertising a greater amount of consideration and credit than is generally realized. This seems to be overshadowed by the bankers' failure to regard advertising plans as a substitute for gilt-edged assets. Knowledge of the results of advertising is the real borrowable collateral, not the expectancy.

A banker keeps one eye on assets, two eyes on liabilities and his mind on maturity. As a credit-seeking factor, the modern bank man, I am sure, would much rather view the eventuality of realizing on a business backed by advertising than one without. As a matter of fact, when all other assets of a once progressive firm are jeopardized or lost, the remaining attribute of value is the reputation or good-will gained through advertising.

One fisheries concern I have in mind was virtually stripped of every asset except its good-will and nationally known brands created through its newspaper and magazine messages. Today, through careful management, it is again well back to its former high standing. That's entirely an advertising victory.

I expect many an advertising appropriation has been detrimentally affected by some banker's advice; either cut down or cut out; but that is more the fault of advertising itself than is usually admitted. If advertising is mighty enough to sell everything from soup to phonographs—and it is—apply some of that ingenuity along the lines I have suggested. Avoid all detrimental sharp practices, thereby increasing the bed-rock regard for advertising, and sell advertising by advertising methods to bankers.

Unfortunately, perhaps, a banker always looks at liabilities first. However, the assets of advertising are greatly in excess of its shortcomings. Its record of things done is so bright that to those other than you who seek to analyze and thus to improve it would be unfair to enumerate its faults. It is well to remember, though, that there are some things advertising cannot do. The year 1921 is scattered with some advertising wrecks of firms that tried to force markets. Everything has its limitations. Keep advertising within the bounds of reasonable conception. Do not advance its claims as good for everything from the saving of civilization to dethroning kings, as well as the ointment for economic disabilities, and your record of hits will show a cleaner score. It is quite natural to turn to advertising in every dilemma because it does usually deliver in such a wonderful fashion. Its limitations seem few, yet only one power is omnipotent.

Advertising has been the greatest single factor in creating the supports of modern day business, efficiency and standardization. Keener competition engendered by advertising means greater plant and office efficiency. Products and institutions around which advertising campaigns are built must attain to higher quality and standards than the unadvertised articles, else the value of characteristic selling points would be overlooked.

I can remember as a barefoot youngster buying a nickel's worth of soda crackers for my mother and getting an added value, the perfume of coal oil and mixed aromas from the grocery store. Today, those crackers come in damp-proof packages. Advertising made this and hundreds of other wholesome standardizations possible.

The record of triumphs for this "many-tongued salesman," great industries from little grown at the behest of the "agate line," a proud and undefiled war record, marks advertising as the greatest modernly developed business practice. In its far-reaching sales-

Greatest **APRIL** *in our history*

With a gain of 152,877 lines of PAID advertising an (18% advantage over April 1921) the Globe-Democrat last month had the biggest April in its history.

Quite natural

The St. Louis market is ready; and the Globe-Democrat, with steadily increasing circulation is the paper of the entire district.

St. Louis **Globe-Democrat**

National Representatives

F. ST. J. RICHARDS
New York

GUY S. OSBORN
Chicago

J. S. SCOLARO
Detroit

C. GEORGE KROGNES
San Francisco

DORLAND AGENCY, Ltd., London



IF THE DEALER BUT KNEW HOW TO MAKE HIS WINDOWS WORK

IT IS IMPOSSIBLE to measure the selling power of just one store window.

Advertising is sprinkled with stories of shrewd storekeepers with a gift for window advertising—geniuses like Tom Murray, the Chicago haberdasher, in his little hole-in-the-wall, who with a blue pencil and some sheets of white paper made window cards that brought customers in droves and landed Tom as proprietor of a big store.

But such dealers are few.

RUSLING WOOD
218 WILLIAM

The average dealer doesn't know how to get 100 per cent out of his windows. If he did, he wouldn't be a dealer. He would make more money as a window dresser.

The window he doesn't know how to use is yours—if you can use it.

To use it you must have an idea—out-door advertising that looks good to the dealer, that makes the people stop—and buy—and you must get the displays into the windows.

The service that does this is called Mural Advertising. We give this name to a business that never had a name before, because it didn't exist just as we practice it.

We make out-door advertising that wins the window. We take the basic selling points of your advertising and translate them into out-door advertising ideas, colorful, attention-compelling, displaying and advertising your goods.

Ask us to show you what we can make out of your selling story.

RUSLING WOOD

Mural Advertising

213 William Street, New York



MURAL ADVERTISING

STREET, NEW YORK

manship, it has put human energies to work, exchanging the handicraft of the world's workshop. It has brought style to Spodunk and relegated to oblivion hundreds of seeming indispensables of the by-gones—hitching posts, lamp chimneys and candle snuffers. Invention without advertising would be a measured progress indeed.

As we look onward to advertising's future, consider this pertinent fact: that where quality and production were once paramount as a basis for a well-conceived selling and advertising campaign, the growing factor is ample and quick distribution to the largest possible market.

Pretty much of every other condition can be artificially created, but distribution is a matter of geography. Location at the edge of your market, on the rim, is a distinct disadvantage over being in the heart, the centre of your greatest possible market. That's why St. Louis has for three years spent \$50,000 yearly in advertising nationally its central location as the advantageous distribution point of the United States.

Does the Middle West believe in advertising? Ten years ago, according to figures given out by a certain publisher, St. Louis was in thirty-second place as the home of national advertisers. Today it is eighth. Besides, St. Louis was the first city, and so far as I know, is still the only city, to appropriate from its tax money \$25,000 a year for advertising purposes.

I call attention to my home city with pardonable pride, but principally to demonstrate the latest and perhaps the largest field for advertising—constructive community building.

It is a difficult thing, as one writer has said, to look into the seeds of time and say which grain will grow and which will not. Surely, however, advertising with all its marvelous record of accomplishment is but in the infancy of its possibilities.

You students of selling, artists of the printed appeal, can continue to render even greater service by

seeking out the manufacturer who makes a dependable article of public value and convert him to the good business of telling the world of his wares. Therein lies America's most promising avenue of industrial progress. There is many a manufacturer in these United States today who is making a superior article of merchandise, who estimates a strictly local absorption, without any conception of national distribution. His shortsightedness not only restricts his own development, but the progress of his community.

Being a prosperous business man until last year was comparatively easy; being one from now on is going to depend on capacity for hard work and business acumen. Merchandising of a high type, studied and sure methods, must supply the void left by the departure of easy business. Do not forget that any plan must take cognizance of the public's careful buying and the desire for fuller values.

Advertising, the newest and fairest hand-maiden of business, and yet the most useful of the commercial family, is to play an important role in this era of competition.

Business, while still a bit irregular, is on a decidedly upward move. On every side are heard encouraging reports of betterment, especially in places I have recently visited in the West and Southwest. I am told that one of the big weeklies issued the largest magazine of its career last week. Increased advertising is one of the surest harbingers of better times.

With this great onward movement continuing in our commercial life, you pilots through the channels of merchandising are the trail blazers of glory. Merchant, banker, manufacturer, and even the farmer, is looking to you as the beacon of an enlightened season of commercial relations. Thus fortified, there can be no doubt but what we are entering into an era of business, backed by constructive advertising, that will be the most golden period of American prosperity.

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¶ The June number of Hearst's International—in the new size—contains two pages of short editorials by Norman Hapgood; ten vital thought compelling novels and short stories; Business, Science, Plays, Art, Books. It contains also another four page installment of the famous American Druggist Syndicate SERIAL ADVERTISEMENT, the co-operative advertising of 26,000 retailers which is being so closely followed by advertising men and business men generally. To keep the average man intelligently posted on all subjects of international importance; to make it fun for him to read and still leave him well informed when he gets through. This is the ambition of Hearst's INTERNATIONAL—and, under Norman Hapgood's able editorship, its monthly achievement:



Norman Hapgood
Editor

¶ If you think well of this Ford article, I would like particularly to have you read my two pages of very short Editorials. They are so frank and independent as I can make them. And because we have Editorials, articles, and Departments of Business, Science, Plays, Art, Books, please don't think I want you to read long winded tiresome magazine. On the contrary, my idea is: Have FUN while you read, but KNOW something when you get through!

Norman Hapgood

New Size:

¶ Great

June
issue

Hearst's
International

Why HENRY FORD *Attacks the JEWS*

Norman Hapgood's "Inside Story of Henry Ford's Jew-Mania" is a blow for American liberty! More fascinating than any fiction, the true story of how an ex-Russian spy, with the brother of ex-Secretary Daniels and a New York detective agency, all worked together with Henry Ford to discredit the Jews and restore the Romanoffs to the Russian throne. Read it for yourself in Hearst's International for June.

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NORMAN HAPGOOD'S *Editorials on Brains, Tyranny and Gandhi*

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THE BETTER WIFE

Illustrated by Henry Raleigh

By Gouverneur Morris

CARNAC'S FOLLY

Illustrated by Walter Louderback

By Sir Gilbert Parker

THE TALKERS

Illustrated by M. L. Bower

By Robert W. Chambers

❏ *Seven Short Stories*

MR. SENN'S PAST

Illustrated by Gerald Leake

By E. Phillips Oppenheim

HELEN OF CHINATOWN

Illustrated by G. Patrick Nelson

By Emma-Lindsay Squier

THE CORRESPONDENT

Illustrated by H. Ennis Stivers

By William MacHarg

YOU WONDERFUL GIRL

Illustrated by Baron deMeyer

By David R. Solomon

BREAKING INTO SOCIETY

Illustrated by James Montgomery Flagg

By Owen Johnson

ALMOST HUMAN

Illustrated by J. C. Shepherd

By Courtney Ryley Cooper

ALL IN A NIGHT

Illustrated by Everett Shinn

By Bruno Lessing

Can a BAD Woman Make a GOOD Wife?

Gouverneur Morris asks that question in "The Better Wife," his newest and best story just starting in this June number. His answer makes one of the greatest novels of 1922. You will find running also two other splendid novels: Sir Gilbert Parker's "Carnac's Folly," and Robert W. Chambers' "The Talkers." These three writers alone are worth many times the 35 cents you spend for the magazine. Fiction that is *different!*

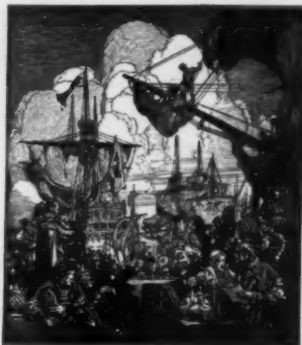
It's INTERNATIONAL

¶ A World Survey in Articles

- THE MENACE OF ASIA By Maxim Gorky
- THE INSIDE STORY OF HENRY FORD'S
JEW-MANIA By Norman Hapgood
- WHAT THE FOLKS OF NEW IRELAND TOLD
ME TO TELL AMERICA By Frazier Hunt
- WHAT IS A JOKE? By G. K. Chesterton
- EVERYTHING IS ALL RIGHT By W. L. George
- HAVE WE A NEW BALLINGER
CASE? By Charles Bryant Powers
- YOURS FOR BLOOD AND THUNDER By Walt Mason
- NOW FOR THE FOREIGN WALLING-
FORDS By James H. Collins

¶ Play, Book, Art and Science

- HE WHO GETS SLAPPED By Leonid Andreyev
- CYTHEREA By Joseph Hergesheimer
- BEHOLD, THE BUILDERS! By Angela Morgan
- THE PEASANT PAINTER OF DELACARLIA By Hrolf Dewitz
- SHOOTING THE ATOM TO PIECES
By James Hopper and E. E. Free



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INTERNATIONAL INSTITUTE *of* ECONOMICS

Hearst's INTERNATIONAL

119 West 40th Street, New York



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Jeweler Advertises Free Service

An Indianapolis jeweler, Harry O. Cobb, contributes something toward relieving people of the fear of losing jewelry and precious heirlooms. In newspaper advertising he announces:

"In keeping with our policy of giving every possible service to the jewelry owner, we have just installed the newest jewelry invention, 'The Rexograph.' This machine photographs bairpins, finger rings, solitaires, in fact, any piece of jewelry, natural size, bringing out the exact sizes of diamonds or precious stones contained, and showing every detail of construction in each piece.

"A photographic record of your precious heirlooms or diamond jewelry cannot be overestimated—positive proof in case of burglary, robbery or loss of any kind, or visible evidence of the contents of your safety box.

"This machine is in our salesroom, where you can watch and see just how it is done, and takes but a few minutes' time and you are given the photograph for your private records. Remember, this is done without any charge whatsoever. All we ask you to do is bring your jewelry to us.

"May we have this opportunity of serving you?"

Three New Accounts with Chicago Agency

The Industrial Advertising Company (N. H. Burlingame and Associates), Chicago, has secured the advertising accounts of C. A. Smid & Company, stationers, the Automatic Pencil Sharpener Company, manufacturer of the Chicago pencil sharpener, and the Spengler-Loomis Manufacturing Company, manufacturer of household specialties. All of these companies are located in Chicago.

ABC Units Radio Account with Redfield Agency

The advertising of the Jewett Manufacturing Corporation, manufacturers of ABC Standardized Radio Sectional Receiving Units and ABC Standardized Radio Parts, will be handled by the Redfield Advertising Agency, Inc., New York. Trade papers, newspapers, radio publications and general magazines are being used.

Edward A. Miller Joins Kramer Engraving Service

Edward A. Miller, formerly with the Oswald Press, A. Colish, and recently with the Gibbs Press, has joined the Kramer Engraving Service, New York, as director of typography and printing.

Fresno "Evening Herald" Appoints Representatives

The Fresno, Cal., *Evening Herald* has appointed the Benjamin & Kentnor Co., New York, Chicago and Los Angeles, as its national advertising representatives.

Samuel Insull's Use of Advertising

CHICAGO, May 9, 1922.

Editor of PRINTERS' INK:

The Schoolmaster's comment in PRINTERS' INK of May 4 on Samuel Insull and the Commonwealth Edison Company, in connection with "customer ownership" is fully appreciated; also the "aside" about the gas situation.

It may interest you to know that the gas situation has been very materially improved since Mr. Insull assumed personal responsibility for management of the gas company about three years ago. In fact, the gas company is now on pretty good terms with its customers—about as good as can be expected—but this does not relieve us of the responsibility of trying to improve those relations as the best kind of insurance against slipping backward.

It may interest you further to know that the improvement in the gas situation has been brought about very largely by applying the fundamentals of advertising. Straight advertising was not the only instrument used, although it was liberally employed. What I mean by applying the fundamentals of advertising is that under Mr. Insull's direction the gas company has been turning out a good product to the best of its ability, namely, efficient service, courteously rendered; and then utilizing every possible opportunity and agency for telling the public all about that service and the ways and means of bettering it.

BERNARD T. MULLANEY.

Providence Agency Adds to List

The Larchar-Horton Co., Providence advertising agency, has secured the following new accounts: Martin & Johnson, Inc., Boston and New York, makers of "Live" leather belts, national advertising; Worcester Elastic Stocking & Truss Company, Worcester, Mass., maker of Worcester seamless elastic stockings, mail-order publications; Biltmore Hotel, Providence, newspapers in New England, and the A. W. Harris Oil Company, Providence and Chicago, newspapers, trade and export publications.

Berkley Knitting Co. Inaugurates Campaign

The Berkley Knitting Company, Philadelphia, manufacturer of Berkley Knit Ties, has placed its advertising account with Sherman & Lebar, Inc., New York. Advertising will appear in general publications, newspapers and business papers.

The Associated Business Papers, Inc., plans to hold its annual convention in New York in October. Definite dates have not been fixed.

The association has appointed twenty of its members to invite British business paper publishers to attend this convention. H. M. Sweetland is chairman of this committee.

Pittsburgh Agency Obtains New Accounts

The William S. Walker Company, Pittsburgh advertising agency, has secured the following new accounts: The American Nickel Corporation, Clearfield, Pa., manufacturer of nickel; Pittsburgh Testing Laboratory, Pittsburgh, inspecting engineers and chemists; Vanadium Alloys Steel Company, Latrobe, Pa., manufacturer of high-speed tool steel; Kelly & Jones Company, Greensburg, Pa., manufacturer of valves; The Joy Machine Company, Pittsburgh, manufacturer of Joy digging and loading machines, and H. E. Marks, Inc., Pittsburgh, manufacturer of poured gypsum and roofing.

New Legal Publication

The Legal Text Publishing Company, Inc., New York, on May 26, will issue the first number of a new weekly publication, *The Brief Case*, as a journal on "life in general from the lawyer's point of view." This new publication will have a page size of nine by twelve inches. John J. Hagan will be advertising and business manager.

The officers of The Legal Text Publishing Company are Peter J. Hagan, president; John J. Hagan, treasurer, and Herman E. Mathias, secretary.

"The American Legion Weekly" Adds to Staff

Edgar N. Rowell, who has been for some time New York State representative of *Factory*, has joined the advertising staff of *The American Legion Weekly* and will hereafter represent this magazine in the New York City territory.

Hartford Account with Grandin-Dorrance-Sullivan, Inc.

The Frank Wolcott Manufacturing Company, Hartford, Conn., maker of the Wavette Electric Curler, has placed its advertising with Grandin-Dorrance-Sullivan, Inc., New York advertising agency. Rotogravure publications will be used.

J. A. DeYoung, Jr., with Detroit Firm

J. A. DeYoung, Jr., for many years secretary and space buyer of the McJunkin Advertising Company, of Chicago, and formerly with the Chicago *Daily News*, is now secretary and treasurer of the R. E. Burnham Company, Detroit, stationers.

"The Red Book Magazine" Adds to Its School Staff

Florence H. Chamberlain, formerly manager of the *Vogue* school department, has joined the staff of the school service department of *The Red Book Magazine*.

Uses Advertising in Chicago War on Crime

Advertising has been called in to help fight crime in Chicago, side by side with the police force and the Citizens' Committee to Enforce the Landis Award. Full-page copy appeared recently in Chicago newspapers offering \$5,000 reward for information leading to the conviction of the murderers of two policemen, shot last week.

Ever since Judge Landis rendered his wage award the Citizens' Committee has used advertising to build up a popular sentiment and civic pride in favor of building under the provisions of this decision. Newspapers, magazines and posters have been used by the Citizens' Committee to sell the award to Chicago.

The fight between the Labor Unions and the Citizens' Committee has been characterized by much bitterness and violence. Says the copy in one of last week's full-page advertisements, following the killing of two policemen: "The convicted Labor Unions which have been fighting the Landis Award have now descended from slugging and bombing to wanton and cold-blooded murder."

"On Tuesday night these labor leaders—God spare the name!—goaded to acts of violence by the desertion of their own men and realizing that the great wave of public sentiment was gradually but surely sweeping them back behind the bars—deliberately turned to murder."

"Two policemen are dead!"

"Another policeman is dying!"

"But the work of the Citizens' Committee will go on until it has rid Chicago of these murderers, gunmen and sluggers. Now is the time for all good citizens to stand firmly and squarely against this graft-infested, murderous band of so-called labor-leaders."

"Help to drive them out of Chicago. Help lead them to the scaffold for their wanton murder of policemen enforcing the law and protecting property. Help send these men back to the penitentiary and keep them there."


Ralph O. McGraw Joins Chicago Agency

Ralph O. McGraw, who has been with the advertising and sales staff of the Sterling Products Company, Chicago, has joined Henke, Inc., Chicago advertising agency. The Art Bedstead Company, Chicago, has placed its advertising account with Henke, Inc. A newspaper and direct-mail campaign featuring the Adams chair-bed is being planned.

"Radio Supplies and Dealer" a New Publication

Radio Supplies and Dealer, a trade publication, will be issued the early part of June by Oliver C. Klinger, New York publisher.

Samuel Mitchell has rejoined *Olddom*, also published by Mr. Klinger, as advertising manager, and will be in charge of the advertising for *Radio Supplies and Dealer*.



*There's a
difference
between
Telling &
Selling*

*If you want
to SELL it-*

**In New Orleans
it's
THE ITEM**



Telephone, Street Car and Central Station Co-operate

A recent Denver advertisement of the educational type dealt with three different public utilities, the telephone company, the street car company, and electric light and power. It was published by the Rocky Mountain Committee on Public Information, George Lewis executive secretary, a co-operative enterprise of public utility concerns of the Mountain States. The advertisement was headed, "Pulling the Teeth of the Storm," and called attention to the boon the public utilities had been to a city's people during the storm.

"Despite alush-cluttered track and trolley and sleet-sagged power and telephone wires, the public-serving organizations succeeded in maintaining adequate and uninterrupted service for their customers. The ubiquitous 'trouble-shooter' skillfully met each succeeding shock of the damaging elements and warded off what, for a time threatened a demoralization of service.

"As you snapped on the lights which illuminated your evening meal and made your home so cheery and comfortable—

"As you boarded the street car, bound for office, work or business—

"As you lifted the telephone which made it possible for you to avoid a cold, sloppy shopping or marketing tour or some other errand—"

As the reader did any of these things, continued the advertisement, did he appreciate the "privilege and blessing" that utility service constituted?

The advertisement concluded with an allusion to the sum the average family spends for all these conveniences. This was estimated at about four per cent of the average family's income.

Will Represent "Electrical Retailing" in New York

Walter C. Hales, advertising manager of the "Journal" of the American Institute of Electrical Engineers, New York, has been appointed New York representative of *Electrical Retailing*, Chicago. Mr. Hales will continue to be identified with the American Institute of Electrical Engineers.

L. A. Whitehead Joins Staff of "Dry Goods Economist"

L. A. Whitehead is now representing the retail service department of the *Dry Goods Economist* in Indiana, Illinois, Michigan, Wisconsin, and Minnesota, with headquarters in Chicago. Previously he was with the sales department of the New York City Car Advertising Company.

H. J. Wibel Heads Displays Company

H. J. Wibel, who has been secretary and art director of the Displays Company, Inc., dealer promotion plans, New York, has been made president of that organization.

Advertises for Visitors to Dairy Plant

Selling the plant to the community is one of the problems which the Alamito Dairy Company, Omaha, is solving by unusual advertising directed at the various societies of Omaha and Council Bluffs, Ia. It is offering cash prizes to the four women's organizations of these cities that bring the most members, children and friends to its plant from May 1 to 27. The invitation includes church societies, women's clubs, labor unions, sewing and embroidery clubs, card clubs, lodges and civic improvement leagues.

"Societies having more than 100 members are requested to come in divisions or on successive days, all being counted and credited," the company's advertising says. "Officers of organizations that have adjourned for the summer are requested to get their members together by phone. Dairy refreshments served and free cartons of cottage cheese distributed."

W. T. Hughes Resigns from "Courier-Journal"

Wallace T. Hughes has resigned as vice-president and associate publisher of the Louisville *Courier-Journal* and *Times*, with which papers he has been associated since September, 1918. He will return to the practice of law with a Western railroad.

A World-wide Campaign in Business Papers

The George Stratford Oakum Company, Jersey City, N. J., plans to advertise its product throughout the world. Business publications will be used. The Gotham Advertising Company, New York, will handle the account.

Harold C. Bodman with New York Publishers

The Thompson-Barlow Company, New York publisher, has appointed Harold C. Bodman as advertising manager. Mr. Bodman had been with the A. W. Shaw Company, Chicago, in charge of circulation for *System and Factory*.

Reading Motor Account for Albert Frank & Company

The Daniels Motor Company, Reading, Pa., has placed its advertising with Albert Frank & Company, New York advertising agency. National publications will be used.

Ray-Glo Gas Heaters Will Be Advertised

The J. H. Grayson Manufacturing Co., Athens, O., manufacturer of Ray-Glo Gas Heaters, has appointed The Prather-Allen Co., Cincinnati, to handle its advertising.



Washington (D. C.) Is Busy Building

In the twelve months ending June 30th, 1921, there were building permits issued amounting to \$18,999,926.

In the ten months following—ending April 30th of this year, building permits taken out amount to \$25,249,989—a THIRD GREATER IN VOLUME.

Building Supply, Hardware and Specialty Equipment houses will find Washington an interesting and interested field—and one in which the advertising problem is an extremely simple one. ONE PAPER, THE STAR, IS ALL-SUFFICIENT.

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Chicago Office
J. E. Lutz
Tower Building

Why We Believe Co Thing in Adv

IN the past few years, many advertisers and advertising men seem to have lost their perspective on copy and its relation to results in advertising. Of course, it goes without saying that dealer problems must be solved, market conditions thoroughly understood and all other factors fully considered.

But the really *big* thing is copy. And we believe it is being neglected.

By checking sales from individual advertisements, we have seen one piece of copy sell \$10,000 worth of merchandise, while another of the same size, run as nearly as possible under the same conditions, sold less than \$1,000 worth of the same goods.

Surely, if copy alone can make a difference of ten to one in the number of people influenced to purchase a product, the importance of copy dwarfs all other considerations in advertising.

And it seems to us perfectly natural that there *should* be such a difference in the results from copy. Copy has the same duty to perform with the consumer that a personal salesman has to perform with the dealer. And certainly there are numer-

ous instances where one salesman produces ten times as much business as another.

Of course the results of personal salesmanship are easy to trace, and the ten per cent. salesman is quickly eliminated.

This should also be true of copy. But because we cannot always accurately check the results of copy, we do not put the value upon it that it deserves.

There *is* one type of advertiser, however, who understands the great difference in copy as shown by his *keyed* results—and his bank balance. He is the man who sells direct to the consumer without the help of dealers or jobbers.

It has remained for this agency to take keyed results from the sixty-odd mail order advertisers it serves and use them as a basis for preparing copy for those advertisers who, because selling through dealers, are unable themselves to check the sales from each individual advertisement.

A good personal salesman finds he can sell a number of different products by the use of principles which he has discovered are effective in selling one certain thing. In the same way

e Copy the Biggest Advertising

we are able to apply to copy preparation for many products the tested principles that have succeeded in selling merchandise in other lines.

Human nature is pretty much the same wherever we find it. The man or woman who buys by mail differs very little from those who buy at the stores—and we have sold many thousands of dollars' worth of merchandise to people who would be considered the last to buy by mail.

To the customer the method by which he buys is merely a detail. The important thing is—*are the goods more desirable than the cash they represent?*

Why, then, shouldn't those advertisers who sell through dealers, profit by the experience of mail order advertisers, and employ the appeals which it has cost millions of dollars to prove influence the most people?

Surely, if in selling *by mail* one style of copy will get ten orders where another appeal

gets only one, there will be the same difference in the number of people these advertisements would send *to dealers*.

It is not necessary to sacrifice the institutional value of your copy in using *tested appeals*. We are preparing copy for some of our clients which has more atmosphere than any copy formerly used, and which in layout and art work is above competition. But it has an added value—a *sales* value that is like multiplying your sales force without increasing the cost—for copy that *sells* is no more expensive to publish than copy which merely *tells*.

This subject of copy is of such vital interest to every advertiser than we believe our little book, "The Tested Appeal in Advertising," would be of value to any manufacturer who realizes that mere general publicity will not keep his factory oversold.

A copy will be mailed without obligation if you will write for it on your business letterhead.

Ruthrauff & Ryan *inc.* Advertising

New York: 404 Fourth Ave. at 28th St.

Chicago: 225 North Michigan Ave.

RICKARD AND COMPANY



May 8th, 1922.

Ahrens Publishing Co.,
342 Madison Avenue,
New York City.

Gentlemen: Attention Mr. W.E. Ahrens

Your explanation, of several months back, of the sales possibilities in the hotel field for the electric floor machine manufactured by The Kent Company, Inc., has been fully justified.

Inquiries and sales to date have been quite satisfactory. It has been demonstrated that there is a real sales possibility in this field and that the Quality Electric Floor Machine can be sold through hotel managers.

Very truly yours,

RICKARD AND COMPANY, INC.

Quick Sales for This Advertiser

He was not sure about the field. He had never considered using HOTEL MANAGEMENT. His advertising agent recommended both.

HOTEL MANAGEMENT

produced direct inquiries and quick sales. It should do the same thing for any product whose use means new savings, new services or better management.

AHRENS PUBLISHING CO., Inc.

R. D. SMITH
Western Manager
20 E. Erie St.
Chicago

342 Madison Ave.
New York City

Cleaner Floors at Low Expense
Efficient management demands that floors be kept in perfect condition. The Quality Electric Floor Machine does this at a low cost. Why be wasteful?

Get the Kent Company's Electric Floor Machine. It's the only one that will clean floors in the most efficient manner.

ELECTRIC FLOOR MACHINE

**CLEANER FLOORS
FINER FURNITURE
MEDIUM COST
A UTILITY FLOOR MACHINE**

THE KENT COMPANY, INC.

CONVINCING FLOORS
The Kent Company's Electric Floor Machine is the only one that will clean floors in the most efficient manner. It's the only one that will clean floors in the most efficient manner.

ELECTRIC FLOOR MACHINE

Architectural Committee Tells How Manufacturers Can Make Their Advertising Better

A Group of Professional Men Who Pay Cash to Teach the Manufacturer How to Advertise to Them

By H. W. Stokes

WHEN a manufacturer attempts to appeal to a professional audience through advertising, his troubles often commence. He may know all about his product and how to sell it to the consumer. But when he has to appeal to professional classes he frequently is at sea, because he does not know the workings of the professional mind.

It is the fate of the average architect to receive folders by the shelf full; to get bricks in his mail, literally as well as figuratively. The office boy uses a shovel to sort it out. The architect needs a storehouse to keep it in. He cannot afford to sift it, to weigh each circular fairly; if he did he would soon be swamped beneath the selling effort of cement and stucco concerns, of metal-lath makers, of plasterers, paint manufacturers, radiator companies and the proprietors of improved illuminating systems.

But he has done what he can. He has paid for the maintenance of a committee to keep him posted on building materials and appliances. The Structural Service Committee of the American Institute of Architects does not receive a cent for its services. Neither does it recommend any single material or appliance. It is not in any way connected with any architectural publication and it is composed wholly of architects. The purpose of this committee is, first of all, to enable the architect more faithfully to serve his clients through better knowledge of the materials of his trade. As this work has progressed, the committee has inevitably come into contact with advertising, and here, too, it serves the architect by

teaching the manufacturer how to advertise correctly. In doing this, it has thrown considerable light on the whole horizon of trade-paper advertising, for the principles it advocates would work just as well in medical, mining, engineering, chemical or textile fields.

WHAT THE ARCHITECT LOOKS FOR

The writer called at the offices of the committee. He talked with its chairman, Sullivan W. Jones, and with its secretary, Le Roy E. Kern. With them he went through a mass of advertisements, some good, some bad, and a great many letters containing criticisms.

"The way to write an advertisement that will reach the architect and attract his attention," said Mr. Kern, "is to leave out the flowers and tell him the facts. Of course the advertiser must make his material as interesting as possible. But he must get his facts in first. A good reporter writes his 'story' so that it is summed up in the first paragraph. He relies on the facts in this paragraph to lead on the reader through the rest of it. He is not writing fiction, in spite of the popular belief to the contrary. The facts alone determine the amount of space at his disposal.

"But unsupported claims are the bane of the architect. It is safe to say that he will not believe them. Such phrases as 'guaranteed for five years or money back' mean nothing to him. Almost every manufacturer guarantees something. But if the advertiser gets the story of his product in his title, shows some well-designed building where it is used, gives the name of the architect of the building and does all this in such a

way that the architect will take it in at a glance, then the architect is likely to read the rest of the advertisement, to weigh the product described and perhaps to use it later. When the name of the architect is given, you see, the reader can verify the statement.

"Another good way to reach the architect is to portray good architecture. If you show a well-designed and beautifully finished house, and say, although you do not show pictorially, 'this house contains such and such a heating system,' the architect is likely to believe you because he knows that a good heating system is the logical one for such a good house. Or, better still, do both! Show the heater and the house as well. But watch your layout, watch your design, and see that your product is not coupled with something that Kipling describes as the 'Bouverie-Byzantine style with baroque and rococo embellishments.'"

Mr. Jones then led the writer piece by piece through a series of advertisements that proved, by geometrical theorem, that you can get your heat for nothing and have your coal free all winter, providing all the statements are as represented. Each one of these advertisements has appeared in some publication.

"Let us assume," he said, "that you burn four tons of coal in a given space of time. Here is a heater for which it is claimed that it reduces your fuel cost 30 per cent. That means you burn 2.66 tons instead of four.

"After that you can put in this temperature regulator. It cuts the cost one-third more, if it does what is claimed. That reduces your coal to 1.86 tons.

"Then you put in this fuel saver. Allow its claim and you reduce your fuel bill 25 per cent more, which brings the amount of coal burned to .93 of a ton.

"After that, put on these weather strips. They are said to save one-third of your fuel, which reduces the coal to .61. Then put in this gas heater. You will use a little gas, of course, but the ton of

coal a month that you will save will more than pay for the gas. This reduces your bill to plus, and the gas costs you nothing.

"But you had the cost of installation. Well and good! Cover all your pipes with this pipe covering, and the saving within a few years will pay for the installation.

"Now if the architect got these claims one at a time, as the consumer reader does, they might have some effect on him. But he does not. He gets them all together and believes none of them. Of course the above example is a fallacy, but it gives a good illustration of the importance of proving your claims."

FAULTS TO CORRECT

Mr. Kern then told of the commonest mistakes that advertisers make when dealing with architects.

"We are not infallible," he said. "We do not make these statements as advertising laws. But we are architects and we know what appeals to architects, and conversely what they distrust.

"The most frequent mistake of the advertiser, as we see it, is the failure to realize that the architect occupies a position of trust in regard to the sale. He is paid a fee to select the materials that are best suited to his client's needs. And if the client asks the architect why he specifies such and such a material, the architect must give some good reason.

"Price means almost nothing to the architect until he is sure of quality. He may be forced to use a cheaper product than he wishes, but even then he will not put cheapness first.

"The second most frequent fault is the advertiser's idea that you must, first of all, pique curiosity sufficiently to make the reader go through the whole story as contained in the advertisement. Fully 90 per cent of such attempts fail to accomplish their purpose. The item of first interest, as a rule, is placed at the end of the text. As the intervening text is of no interest to the architect, he does not wade through it to get the real message.

Bundscho thinks of things to do for you—extra things that are not expected, but that help a heap—because the whole bunch, from Bundscho himself down to the Bundscho messengers, feel that way about you, and about themselves.



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

"The third most common mistake is to discredit the class of product in which you deal by saying that yours will not do thus and so. If the manufacturer states that his slate shingles will not curl, he is advertising a weakness in the class of product to which his individual product belongs. One manufacturer says that his metal lath will not rust. Another declares that the plaster will not fall from his. A third comes into the advertising field by calling attention to the wider spacing made possible between supports when his particular lath is used. Is the architect unreasonable in thinking that the plaster will fall from the first, that the second will rust and that both have narrower spacing supports? As for the third, it gives wider spacing, but how about the other qualities? Result: 'Is any metal lath wholly reliable?' That is the question the architect asks himself.

"A magazine advertisement may interest an architect in the product described, but hardly to the extent of specifying it," he went on. "Therefore it should be supplemented by direct mail. The advertisement should drive him to the file, and there he should get the dry facts and data on which to base his selection. This means that all advertising to architects should be supplemented by file material and booklets, or visits by salesmen, or both.

"But 90 per cent of such file material goes into the wastebasket. Why? Because it does not contain the data he needs, or because it is not of the right size to fit his file. Eight and one-half by eleven inches is a maximum file size; seven and one-half by ten and five-eighths is a minimum, not including handbooks which are designed to fit the pocket. The first size was decided on by the A. I. A. some years ago; the second is a modification recently adopted in the proceedings of the Joint Conference on Better Advertising to Architects. The last size also is the one recently adopted by the National Association of Purchasing Agents.

"Another thing that misleads advertisers. You cannot judge the efficiency of your advertising by the number of inquiries that you receive. When you get out a good piece of trade literature, you send it to the architect. When you advertise 'write for it' he feels he has it, or thinks he will get it anyhow. Moreover, draughtsmen frequently write for literature because they like to look at the pictures. The purpose of an advertisement is to create an impression. How can you weigh this through a casual inquiry from a professional?

"To sum up, keep your copy short and tell your story in the first part of your advertisement. Conserve the facts by omitting descriptive phrases, but make your copy as interesting as possible. Avoid unsupported claims and exaggerated statements like 'oceans of steaming hot water at the turn of a faucet,' or 'for every type of building under the sun.' Practice restraint in developing your art work, and have your drawings architecturally good and showing good architecture. Supplement your magazine advertising by direct mail, and have these pieces of the right size and full of necessary facts. Don't make popular appeals in technical publications.

"Remember also that it will not help you much to influence the client alone," concluded Mr. Kern. "All that the client will do in nine cases out of ten is to ask the architect's opinion of the product. If the architect is sold, well and good. If his reaction is unfavorable, the client is almost certain not to press the matter."

F. M. Fugazzi with Rankin Agency in New York

F. M. Fugazzi, formerly with the Advertising Agencies Corporation, New York, and the E. P. Remington Advertising Agency, Buffalo, has joined the staff of the William H. Rankin Company, in charge of the space-buying department of the New York office.

The J. Roland Kay Company, Chicago, has added Ruth E. Balliff to its research department.

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The
Boston Sunday Advertiser
has the
Largest Net Paid Circulation
Of Any Newspaper in New England
Daily or Sunday

	April 1, 1922	April 1, 1921	
Boston Sunday Advertiser,	416,358	380,668	35,690 Gain
Boston Sunday Post.....	401,797	432,949	31,152 Loss
Boston Sunday Globe.....	322,907	310,015	12,892 Gain
Boston Sunday Herald....	115,201	111,776	3,425 Gain

Sworn statements of net paid circulation made to the United States Government covering the six months period ending March 31, 1922

This is the more remarkable when it is considered that the *Boston Sunday Advertiser* sells everywhere for ten cents, while the paper with the next largest Sunday circulation sells for six cents in Boston and seven cents outside.

BOSTON SUNDAY ADVERTISER
NEW ENGLAND'S GREATEST SUNDAY MORNING NEWSPAPER

82 Boylston Street, Boston, Mass.

Pictorial Review— the Institution

The Pictorial Review Company is proud of the fact that its various publications circulate in over **7,800,000** homes—and that its monthly publications in their various fields now lead all others in circulation.

Pictorial Review

Net Paid for February, 1922

1,927,905

Net Paid for March, 1922

2,013,859

Largest circulation of any Woman's Magazine

Pictorial Review Monthly Fashion Book

Circulation for April, 1922

5,000,000

*Largest circulation ever reached by a publication of
its kind*

PIC

The Spanish Pictorial Review

(De Luxe and Economica Editions)

Circulation 100,000

*Largest Spanish edition distributed in the
South American Countries*

Pictorial Review Quarterlies

Circulation 650,000

Circulated by over 7,500 stores in the United States

Pictorial Review Embroidery Book

Circulation 85,000

Pictorial Review Crochet Book

Circulation 50,000

Pictorial Review Patterns

Over 40,000,000 Pictorial Review
Patterns are sold annually—more than
are sold of any other pattern.

*In addition to the above sales, our factory in
England supplies patterns to 106 leading dealers
in Great Britain, and 49 leading dealers in
South Africa, Australia and New Zealand.
Pictorial Review patterns are also distributed
through 300 leading dealers in Mexico, Central
and South America, and through leading dealers
in other countries.*

PICTORIAL REVIEW

LOS ANGELES EVENING HERALD

Los Angeles, Calif.

THE LOS ANGELES EVENING
HERALD is sold strictly on its merits as a
newspaper.

That the people of Los Angeles prefer
The HERALD above all other daily news-
papers is clearly shown by the circulation
statements of all the daily newspapers.

The 1,100,000 people living in the city and
suburbs of Los Angeles—a radius of 40 miles
—represent the market for your goods. The
greater the city and suburban circulation you
buy in Los Angeles, the greater the adver-
tising value.

THE EVENING HERALD COVERS LOS ANGELES

Many Advertisers Use It Exclusively

REPRESENTATIVES

New York
H. W. MOLONEY
604 Times Bldg.

Chicago
G. LOGAN PAYNE CO.
432 Marquette Bldg.

Editor

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An Indexing System for Advertising Data

A Plan That Has Been in Successful Operation for Twelve Years

HILO VARNISH CORPORATION
BROOKLYN, May 2, 1922.

Editor of PRINTERS' INK:

The thought has just occurred to us, in connection with rendering your annual bound volume most helpful, that there ought to be a general index on the first page of every bound volume. This would tell at a moment's glance whether or not any particular volume had subject matter bordering on the question at issue. Perhaps also it would be worthwhile to continue the page numbers of each weekly issue consecutively.

I have also noticed in many organizations where your bound volumes are kept on the faithful rack that a man has found it pretty hard to place his finger on the article he needs at a particular moment to straighten him out on some point of advertising or merchandising.

HILO VARNISH CORPORATION.
THE BLACKMAN COMPANY
(INCORPORATED)
NEW YORK, April 28, 1922.

Editor of PRINTERS' INK:

Will you please be good enough to explain the method you have devised for indexing PRINTERS' INK?

This information should prove helpful to many of your readers as well as to this company.

THE BLACKMAN COMPANY.
McLAIN-SIMPERS ORGANIZATION
PHILADELPHIA, April 28, 1922.

Editor of PRINTERS' INK:

The H. W. Wilson Company is soliciting our subscription to their indexes and as we are mostly interested in the index on PRINTERS' INK (Weekly and Monthly), we would like to know whether you publish an index to these magazines, and if not, if you expect to publish an index in the near future.

McLAIN-SIMPERS ORGANIZATION.
WILLIAMS & CUNNINGHAM
CHICAGO

Editor of PRINTERS' INK:

Kindly send us your index for the bound volumes of PRINTERS' INK dating back to the beginning of 1921.

WILLIAMS & CUNNINGHAM.
STANDARD OIL COMPANY
INCORPORATED IN CALIFORNIA
PORTLAND, ORE., April 27, 1922.

Editor of PRINTERS' INK:

If you have an index to the contents of all copies of PRINTERS' INK, Weekly and Monthly, will you kindly send one copy to us, and oblige,

STANDARD OIL COMPANY.

R. G. DUN & Co.
NEW YORK, May 1, 1922.

Editor of PRINTERS' INK:

Whenever I want to refer to some article in PRINTERS' INK, I have to hunt through the numerous issues of it; sometimes this hunt leads up to the attic, but I usually find what I am looking for.

Now, I have kept together the "contents pages" of the magazine and use them as a reference. Then when I find out what issue the article I want was in, I get to work and look it up. And so it goes.

Perhaps if you would publish yearly, semi-yearly or even quarterly a folder listing the articles that formed the contents of the previous issues during that time, it would greatly assist the readers of its articles in "hunting back" for dope.

FRANK A. EUSTACE.

THE UNIVERSITY OF WISCONSIN
MADISON

Editor of PRINTERS' INK:

Do you have a classified index of your copies of PRINTERS' INK? If so, may I have a copy of it?

I am collecting data for Prof. Gardner for his advertising courses and believe that if I could secure an index of recent copies I could secure some very valuable information.

A. J. BERGE.

SCARCELY a week passes that PRINTERS' INK does not receive several letters such as those printed herewith. Many advertising agencies, publishers, the advertising departments of many manufacturers and other business enterprises maintain a file of PRINTERS' INK Publications—Weekly and Monthly. Such a file has great encyclopedic value. Advertising and sales practices are not standardized. In fact, they are always in a state of flux. New developments are recorded every day of the business year. An executive cannot be thoroughly posted on the numerous divisions of selling and advertising unless he follows these developments as they transpire. He must keep track not only of what is happening but also of what has happened. That briefly explains the growing custom among adver-

tising men of preserving files of *PRINTERS' INK* and *Printers' Ink Monthly*. It is for this same reason that our readers so frequently ask for periodic indexes to our volumes.

There are several objections to a printed index. In the first place, it covers only a very limited period. For example, since bound volumes of *PRINTERS' INK* are issued quarterly, it would be necessary to publish an index every three months. Now an investigator wants to dig back at least three years rather than three months. That means consulting twelve different indexes, which is a little task in itself.

Secondly, a quarterly index is generally at least three months late. Consequently, valuable references may be missed, inasmuch as an index to the very latest articles is unavailable. Furthermore, it is impossible to arrange an index so simply that anyone can locate every desired article or collection of references. This is particularly true of an index to the *PRINTERS' INK* Publications, where the variety of subjects covered is unusually large and most of them interrelated. Special knowledge, which only those who actually compiled the index possess, is frequently necessary to find different articles or compose certain bibliographies. Also a three months' index, to be at all complete, would require about twenty pages of solid six-point.

Other letters, such as one received from the New Process Company, Warren, Pa., suggest that the pages of *PRINTERS' INK* be perforated to facilitate clipping. The objection here is that a clipping file has several very definite limitations. For instance, a clipping may be filed in only one place at a time. Yet, the context of the article might call for a half-dozen or more cross-references. This can be overcome by filing the clippings according to numbers and keeping a card record of the subjects they cover. Once that point has been reached, however, it is far better to keep the publication intact if sufficient material of reference value is

found in it. It should also be remembered that a clipped article is frequently backed up with another article that one will want to save. Unless two copies of the publication are obtained one of the articles is absolutely lost.

Finally, there are letters, similar to the one from the Blackman Company printed on the previous page, which are, very likely, prompted by a desire to be made acquainted with the system that enables our research department to handle close to 300 inquiries weekly. No doubt they are based on the assumption that this same system might be adaptable for use as a sort of general advertising index.

HOW PRINTERS' INK IS INDEXED

This is logical reasoning. The *PRINTERS' INK* card index plan is as applicable to the indexing of data contained in books, booklets, etc., without limit as to numbers, as it is to our own publications. For the purpose of assisting those who are thinking of starting a card index of advertising and selling literature, or who are contemplating an improvement of the method now in operation, we give following a complete explanation of the plan *PRINTERS' INK* has employed successfully for twelve years.

The basis of the system are file cabinets containing more than 230,000 cards. It was started in 1909.

Each card contains the subject heading, or wording, under which it is to be filed, title of article, explanatory subhead, author's name, company or individual referred to in the article, volume and issue number, date of issue and page number. The number of notations may be reduced, of course, by omitting authors' names, etc., if it is felt this information is unnecessary.

Altogether, more than 400 cards are required for each issue of *PRINTERS' INK* Publications. Every item in both papers is indexed, regardless of size or context. Obviously, that need not be done in a private index.

Whenever a company is mentioned, or an individual quoted, a

“ ”

Besides being recognized as a national authority in the department and dry goods store field by the merchants of America—the DRY GOODS ECONOMIST (an Economist Group publication) is also recognized by the daily newspapers of this country as a national authority on merchandise and merchandising.

In three months—January 1, 1922 to March 31, 1922, the DRY GOODS ECONOMIST'S opinion on matters of ready-to-wear and fabrics alone was quoted to the extent of 15,532 lines in 83 of the country's leading newspapers.

This information is also available to advertising agency executives—not only on fabrics and apparel but on every item of merchandise sold through department, dry goods and general stores.

Agency Relations Department

of

The Economist Group

239 West 39th Street

New York City

card is typewritten containing the previously mentioned data. The same is done with authors' names and the subjects or commodities discussed. These are then filed away, under their respective headings in three separate divisions.

The first division is known as the General File. Cards referring to proper names—companies, associations, geographical terms, individuals, etc.—are filed here. The second division is an alphabetical subject file. It is confined to topics of only timely importance or which are not of lasting interest. The third is also a subject file. It contains the more important subjects in which the company is primarily interested and is arranged in accordance with a numerical system. The purpose of filing by numbers is to enable the placing of the subdivisions of a major subject directly back of one another. The general subject of "Retailers," for example, might be divided into department stores, specialty stores, exclusive agencies, dealer helps, and so on. Filing these alphabetically would spread them all over the cabinets. Arranging them by decimal numbers keeps them in a compact group.

Incidentally, for every topic in division three, a guide card is inserted in division two. Chain stores may appear under the number 2.21 in division three. Consequently a card appears in division two under "chain store" reading: "For chain stores see 2.21 in division three."

Right here the question arises. What subjects belong in division three? This will vary with the sort of material being gathered and the purposes for which the company is making the collection. However, the following "key" to our Dewey or Numerical File, which has been changed considerably from the exact form that we employ to make it more easily understandable, is printed in the nature of a guide. It may be added to or contracted at will.

KEY TO THE NUMERICAL FILE

1. Business Management
- 1.1 Executive

- 1.2 Employee
- 1.3 Policies
 - 1.31 Advertising
 - 1.32 Dealer
- 1.4 Efficiency
- 1.5 Organization
- 1.6 Financing
- 1.7 Accounting
- 1.8 Good-Will
 - 1.81 Corporation
 - 1.82 Value of Good-Will
2. Selling
 - Instalment—Consignment
 - 2.1 Advertising
 - Objectionable
 - Failures
 - Unusual Uses
 - Courses
 - Definitions
 - 2.11 Ad Men
 - 2.111 Ad Manager
 - 2.112 Copy Writer
 - 2.12 Agency
 - 2.13 Publisher
 - 2.131 Editor
 - 2.132 Business Manager
 - 2.133 Solicitors
 - 2.14 Advertiser
 - 2.141 Motion Pictures & Plays
 - 2.142 Church
 - 2.15 Campaign
 - 2.151 National
 - 2.152 Concentrated
 - 2.153 Co-operative
 - 2.154 Planning
 - 2.155 Results
 - 2.1551 Inquiries
 - 2.1552 Source of
 - 2.1553 Cost of
 - 2.156 Tryout and Teaser Campaigns
 - 2.16 Advertisement
 - 2.161 Copy
 - 2.1611 English
 - 2.1612 Appeal
 - 2.16121 Historical
 - 2.16122 Institutional
 - 2.16123 Negative
 - 2.16124 News
 - 2.16125 Educational
 - 2.1613 Timeliness
 - 2.1614 Headline
 - 2.1615 Technical
 - 2.1616 Slogan
 - 2.1617 Testimonial
 - 2.162 Layout
 - 2.1621 Coupon
 - 2.1622 Borders
 - 2.1623 Type
 - 2.163 Illustrations
 - 2.164 Color
 - 2.165 Psychology
 - 2.1651 Atmosphere
 - 2.1652 Attention
 - 2.1653 Emotion
 - 2.1654 Memory
 - 2.1655 Suggestion
 - 2.17 Mediums
 - 2.170 Unusual
 - 2.171 Direct Mail
 - 2.1710 Mailing List
 - 2.1711 Letters
 - 2.17110 Follow-Up
 - 2.17111 Form
 - 2.17110 Postage
 - 2.17111 Filling In
 - 2.17112 Sales Letters

THE TI
Office
STOR

Don't Overlook Richmond as a Jobbing Center

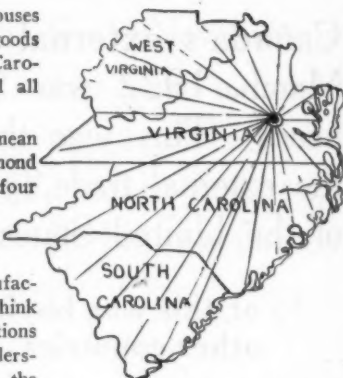
Richmond Drug Jobbers, for example,
do business in four states

WHOLESALE drug houses in Richmond ship goods to West Virginia—North Carolina—South Carolina and all over Virginia.

What then do you mean when you say the "Richmond market"? You mean four states! Richmond is the only important jobbing center between Baltimore and Atlanta. Other manufacturers and distributors think Richmond jobbing connections are worthwhile. Other sellers-of-merchandise have seen the importance of a jobbing center in the territory between the fields reached by Baltimore and those served by Atlanta. The results of such a distribution policy have justified its adoption.

Can you afford to let your product take the long jump from Maryland to Georgia?

You need Richmond—because when you sell Richmond, you place your goods in four states.



The DISPATCH PAPERS' Merchandising Service, which has so ably assisted other manufacturers in opening up the Richmond market, is at your service. Do you want a survey of conditions—a survey of your particular line—assistance in placing merchandise?

Then communicate with us—through our nearest office. Anything that a big, broad-gauged newspaper can do to make it easy for you to secure satisfactory distribution in Richmond we will gladly do.

The Dispatch Papers

THE TIMES-DISPATCH

THE EVENING DISPATCH

Offices: The Times-Dispatch Building, Richmond, Va.

STORY, BROOKS & FINLEY—New York—Philadelphia—Chicago

Richmond, Va.

Use The Dispatch Papers (M&E)

50-50

Canada's external trade for March, 1922 was \$185 per head. This was three times the external trade (per capita) of the United States.

$\frac{1}{2}$ of this was buying from other countries

$\frac{1}{2}$ of it was selling to other countries

What the world needs perhaps most of all today is international barter!

12 Months Trading to January, 1922

Total Export Trade - - \$781,858,107

Total Import Trade - - 778,702,513

THE DAILY NEWSPAPERS

Prepared by SMITH, DENNE & MOORE, LTD.

PLAC
Charlotte
P.E. I
St. John,

Montreal
P. Q.

Quebec, I

Kington,
London, C

O

General Ad

10%

Space in the Daily Newspapers of Canada sends your message across to the people of Canada, who, as individuals, make up the buying and selling operations of the country.

10% of your U. S. appropriation finances a national campaign in Canada

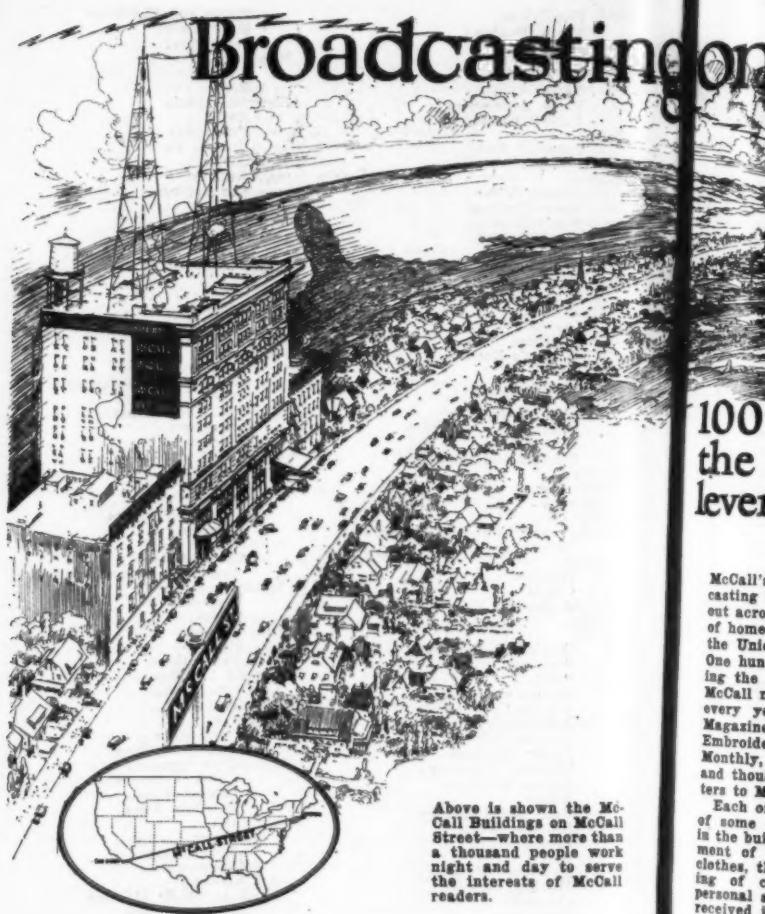
PLACE	POPULATION	PAPER
Charlottetown, P. E. I.	12,000	M. Guardian
St. John, N. B.	64,305	M. & E. Telegraph & Times
Montreal, P. Q.	801,216	M. Gazette E. La Patrie (French) E. La Presse (French)
Quebec, P. Q.	110,850	E. Le Soleil (French) E. Telegraph
Kingston, Ont.	23,700	E. Whig
London, Ont.	50,000	M. & E. Advertiser M. & E. Free Press

PLACE	POPULATION	PAPER
St. Catharines, Ont.	19,800	E. Standard
Winnipeg, Man.	100,947	M. & E. Free Press E. Tribune
Regina, Sask.	42,000	M. Leader & E. Post
Saskatoon, Sask.	31,364	M. & E. Phoenix & Star
Calgary, Alta.	75,000	E. Herald
Edmonton, Alta.	65,000	E. Journal
Victoria, B. C.	60,000	M. Colonist E. Times

OF CANADA

- 2.1712 Circulars
- 2.1713 Booklets
- 2.1714 Catalogues
- 2.1715 House-Organ
- 2.172 Publications
 - 2.1720 Circulation
 - 2.17201 Space
 - 2.17202 Size of
 - 2.17203 Space
 - Buying
 - 2.17204 Position
 - 2.17205 Rates
 - 2.1721 Magazines
 - 2.1722 Newspapers
 - 2.1723 Technical
 - 2.1724 Trade
 - 2.1725 Farm
 - 2.1726 Religious
 - 2.1727 Class and Professional
 - 2.1728 Theatre Programmes
 - 2.17280 Motion Pictures
 - 2.17281 Slides
 - 2.1729 Foreign Language
- 2.173 Outdoor
 - 2.1731 Posters
 - 2.1732 Signs
 - 2.17321 Painted
 - 2.17322 Electric
 - 2.17323 Dealer
 - 2.1733 Car Cards
- 2.174 Demonstration and Exhibition
 - 2.1741 Show Window
 - 2.1742 Store Demonstrations
 - 2.1743 Shows, Fairs, etc.
 - 2.1744 Advertising Stunts
 - 2.1745 Factory Visits
 - 2.1746 Traveling Displays
 - 2.1747 Canvassing
- 2.175 Sampling
- 2.176 Specialty
 - 2.1761 Adv. Specialties and Novelties
- 2.177 Premiums
- 2.1771 Coupons
- 2.18 Advertising Appropriation
- 2.2 Distribution
 - 2.21 Chain Store
 - 2.22 Mail order
 - 2.23 Jobber
 - 2.24 Retailer
 - 2.240 Convention
 - 2.241 Co-operation
 - 2.242 Self-Service Store
 - 2.243 Traveling Store
 - 2.244 Dealer Helps
 - 2.245 Substitution
 - 2.246 Department Store
 - 2.247 Specialty Store
 - 2.248 Co-operative Store
 - 2.249 Exclusive Agency
 - 2.25 Manufacturer
- 2.3 Consumer
 - 2.31 Farmer
- 2.4 Products (Family of)
 - 2.41 New Uses
 - 2.42 Side Lines
- 2.5 Sales Organization
 - 2.51 Sales Manager
 - 2.52 Salesmen
 - 2.520 Compensation
 - 2.521 Training
 - 2.5211 Correspondence
- 2.5212 Classes
- 2.522 Stimulating
 - 2.5221 Contests
 - 2.5222 Stock Interest
- 2.53 Co-operation with Advertising
 - 2.54 Conventions
- 2.6 Protection
 - 2.61 Trade Names and Trade-Marks
 - 2.62 Patents
 - 2.63 Price Maintenance
 - 2.64 Private Brands
 - 2.65 Trade Characters
 - 2.66 Labels and Packages
- 2.7 Market
 - 2.71 Analysis
 - 2.72 Juvenile Market
 - 2.73 Foreign
- 2.8 Competition
 - 2.81 Unfair
- 3.1 Commodity
 - Food
 - Grocery
 - Flour
 - Pancake Flour
 - Cooking Oil
 - Lard
 - Salt
 - Sugar
 - Rice
 - Macaroni
 - Extracts
 - Sauce
 - Spices
 - Olive Oil
 - Dairy
 - Butter
 - Cheese
 - Eggs
 - Milk
 - Oleomargarine
 - Meats & Meat Products
 - Fish
 - Vegetables
 - Fruit
 - Apples
 - Dehydrated Fruits & Vegetables
 - Dried Fruits
 - Raisins
 - Dates
 - Nuts
 - Cereals
 - Bakery
 - Baking Powder
 - Bread
 - Crackers
 - Yeast
 - Canned Goods
 - Condensed Milk
 - Confectionery
 - Chewing Gum
 - Desserts
 - Ice Cream
 - Jams and Jellies
 - Syrup
 - Drinks
 - Soft Drinks
 - Alcoholic Drinks
 - Coffee
 - Cocoa
 - Tea
 - Spring Water
 - Mineral Water
 - Drugs
 - Patent Medicines
 - Disinfectants
 - Dyes and Dye Soaps
 - Toilet Goods
 - Cosmetics

- Dentifrices
- Tooth Brushes
- Perfumes
- Talcum Powder
- Toilet Soap
- Razors
- Razor Accessories
- Rubber Goods
- Fabric
 - Silks
 - Woolens
- Clothing
 - Infants' Wear
 - Boys' Clothing
 - Men's Clothing
 - Overalls
 - Collars
 - Men's Furnishings
 - Hats
 - Women's Clothing
 - Petticoats
 - Corsets
 - Millinery
 - Women's Notions
 - Fur
 - Gloves
- Shoes
 - Shoe Accessories
 - Polish
 - Rubber Heels
 - Rubbers and Boots
- Hosiery
- Underwear
- Umbrellas
- Raincoats
- Leather and Leather Substitutes
- Trunks and Bags
- Jewelry
 - Watches
 - Clocks
- Optical Goods
- Books
- Home
 - Household Appliances
 - Furniture
 - Polish
 - Brooms and Brushes
 - Kitchen Cabinets
 - Refrigerators
 - Vacuum Cleaners
 - Carpet Sweepers
 - Washing Machines
 - Sewing Machines
 - Stoves
 - Rugs and Linoleum
 - Kitchen Goods
 - Lamps
 - Ice
 - Household Soap
 - Washing Powder
 - Cleasers
 - Silverware
 - Cutlery
 - Beds and Bedding
 - Cooking Utensils
 - Crockery
- Real Estate
- Building
- Building Materials
 - Brick and Tile
 - Cement
 - Fences
 - Iron and Steel
 - Lumber
 - Metals
 - Plumbing
 - Portable Houses
 - Roofing
 - Heating Equipment (except Stoves)
- Paints and Varnishes
- Wall Boards
- Wall Paper
- Hardware
 - Tools
 - Rope
- Electrical Goods
 - Radio
 - Flashlights
 - Electric Fans
- Machinery
 - Bridges
 - Gas Engines
 - Belting
- Vehicles
 - Wagons
 - Automobiles
 - Auto Accessories
 - " Tires
 - " Trucks
 - Bicycles
 - Motorcycles
 - Airplanes
- Agricultural
 - Feeds
 - Agricultural Implements
 - Dairy Equipment
 - Seeds and Plants
 - Fertilizers
 - Tractors
- Pleasure
 - Flowers
 - Music
 - Pianos
 - Talking Machines
 - Cameras
 - Toys
 - Sporting Goods
 - Arms and Ammunition
- Smoking
 - Cigarettes
 - Cigars
 - Tobacco
 - Pipes
- Fire Prevention
- Funeral Supplies
- Lubricating Oils
- Fuel Oil
- Coal
- Office and Store
 - Adding Machines
 - Cash Registers
 - Check Protectors
 - Cabinet Files
 - Fountain Pens
 - Ink
 - Paper
 - Typewriters
- 3.2 Community
- 3.3 Service
 - 3.31 Public Utilities
 - 3.311 Gas
 - 3.312 Electricity
 - 3.313 Water
 - 3.314 Transportation
 - 3.3141 Railroad and Steamship
 - 3.31411 Passenger
 - 3.31412 Freight
 - 3.31413 Express
 - 3.31414 Street Cars
 - 3.3142 Taxis—Buses
 - 3.315 Telephone and Telegraph
 - 3.316 Laundries
- 3.32 Financial



If the 1,700,000 families in which McCalls Magazine is read all lived on a single street—a home every 25 feet—the houses would line both sides of a roadway from Boston to San Diego.

Above is shown the McCalls Buildings on McCalls Street—where more than a thousand people work night and day to serve the interests of McCalls readers.

McCALL'S

MAGAZINE

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on McCall Street



**100 million messages a year —
the tremendous merchandising
leverage behind McCall's Magazine**

McCall's is in reality a great broadcasting station—sending its messages out across the continent, into millions of homes and stores in every State in the Union.

One hundred million units, each bearing the McCall name and carrying a McCall message, go out from McCall's every year. This includes McCall's Magazine, McCall Quarterly, McCall Embroidery Book, McCall Fashion Monthly, the McCall Printed Pattern, and thousands of personal service letters to McCall readers.

Each of these units meets the need of some woman somewhere—for help in the building, furnishing, or management of a home; in the making of clothes, the cooking of food, the rearing of children, or in matters of personal adornment. The information received in such that she is given an

impulse to purchase goods advertised in McCall's Magazine.

This is why McCall's Magazine has such a tremendous *merchandising leverage*. Advertisements in it are backed up by the prestige of a great national publication, created during more than fifty years of intimate relations with the homes of America. Publications and printed patterns bearing the McCall name are 100 million strong; and this number goes annually into thousands of stores, in every city and town, as well as into the homes that line McCall Street from Boston to San Diego. The population of McCall Street is bigger by two million than that of New York City—its buying power is two billion dollars a year.

To advertise in McCall's Magazine is to broadcast your message to American women everywhere throughout the nation.

June issue more than 1,700,000 copies

THE MCCALL COMPANY, 232-250 W. 37th St., N. Y. City
Chicago San Francisco Atlanta Toronto

MCCALL'S

MAGAZINE

- 3.321 Insurance
- 3.322 Investments
- 3.323 Banking
- 3.33 Professional (Doctors, etc.)
- 3.34 Educational
 - 3.341 Schools and Colleges
 - 3.342 Correspondence Courses
 - 3.343 Libraries
- 3.35 Printing Trade
- 3.351 Engraving
- 3.4 Advertising of Advertising
- 4. Commercial Organizations
 - 4.1 Advertising Clubs
 - 4.1121 Conventions
 - 4.11211 Omaha
 - 4.11212 Boston
 - 4.11213 Dallas
 - 4.11214 Baltimore
 - 4.11215 Toronto
 - 4.11216 Chicago
 - 4.11217 Philadelphia
 - 4.11218 St. Louis
 - 4.11219 San Francisco
 - 4.112110 New Orleans
 - 4.112111 Indianapolis
 - 4.112112 Atlanta
 - 4.112113 Milwaukee
 - 4.1122 Educational Work
- 5. Legislation
 - 5.1 Advertising (Fraudulent)
 - 5.11 PRINTERS' INK Statute
 - 5.12 Local Action
 - 5.13 Cases
 - 5.2 Food and Drug Law
 - 5.3 Postal
 - 5.31 Parcel Post
 - 5.32 Magazine Rate (Second Class)
 - 5.33 Advertising Tax
 - 5.34 Lotteries
 - 5.35 Third-Class Matter
 - 5.4 Price Maintenance
 - 5.5 Trade-Mark
 - 5.51 Copyright
 - 5.52 Patents
 - 5.53 Labels
 - 5.6 Trade Restraint and Unfair Competition

Of course, when a number of publications are being indexed and where a certain number of clippings, pamphlets, etc., must be kept, there appears a notation on each card indicating where the item referred to will be found. One card may say: "PRINTERS' INK, Vol. 119, No. 4, April 27, 1922, page 174." Another might read: "Clipping file, folder number 8, clipping number 245." A third would state: "Pamphlet-number 69, cabinet drawer number 3." Pamphlets and clippings are arranged by numbers only and the corresponding number appears on all the cards referring to each item.

The most difficult thing to comprehend in this system is the difference between division numbers two and three. They are both

subject files. Division three consists of those topics in which the company always was, and always will be, interested. They are the subjects most frequently referred to. Division two consists of those topics which are only of passing or timely interest. Any subject not given a number in division three is filed in division two. On occasion, a topic appearing in division two assumes sufficient importance or permanence to warrant switching it to division three. There is nothing to prevent that from being done.

It should also be noted that under the number 3.1 appears a list of commodities. The various sorts of merchandise are classed by several grand groups and these major groups divided into as many subdivisions as one desires. "Grocery," for instance, is separated into twelve divisions. Articles concerning flour, rice or any one of the other subdivisions are filed back of their appropriate tabs. The hundred and one other grocery products not accorded a special classification are simply filed back of "grocery."

In adapting the system to individual requirements there may arise several points on which persons interested require enlightenment. We will be glad to have these put up to us for solution.—
[Ed. PRINTERS' INK.]

Wholesale Druggists in Street Cars

The Eastern Drug Company, Boston, and Gilman Brothers, Inc., both wholesale druggists, have begun advertising as distributors to neighborhood drug stores through the use of car cards in New England street cars.

Chicago Agency Secures Candy Jar Account

The F. R. Steel Company, Chicago, is handling the advertising for The Aridor Company, Chicago, manufacturer of candy jars. Confectionery trade publications are being used.

W. E. Cameron with Philadelphia Agency

William E. Cameron has joined the staff of the Biddle Agency, Philadelphia. Mr. Cameron was formerly with N. W. Aver & Son and George Batten Co., Inc.

Best for the Money

The circulation of the Select List newspapers is staple circulation. It's staple because it is satisfied circulation.

The readers of the Select List feel that when they buy their paper it is the best they can get for the money.

This kind is the best circulation for the advertiser to buy. It brings results—pays profits.

You can buy space in a single paper of the Select List, in the whole group or any part of it. And you will be satisfied that you are getting your money's worth.

Intimate Circulation

It's this intense local interest that makes Select List space so valuable.



Ohio Select List

of daily newspapers

Robert E. Ward, Inc.

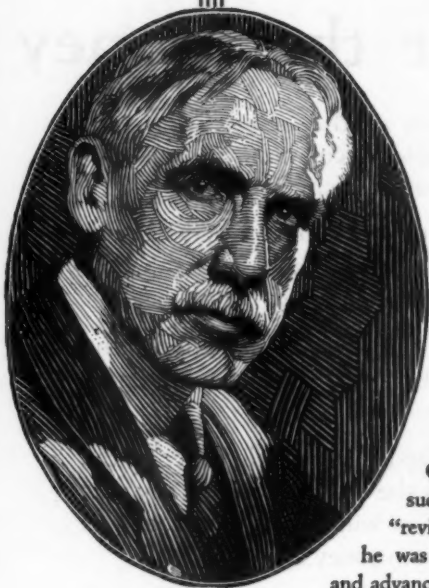
Directors of Advertising

New York

501 Fifth Avenue

Chicago

5 S. Wabash Avenue



The Editor CURRENT OPINION

EDWARD J. WHEELER, editor-in-chief of *Current Opinion*, twenty-five years ago successfully developed the idea of a "review" publication. For ten years he was editor of the *Literary Digest* and advanced that publication to a position of national importance.

Dr. Wheeler is a man of ripe experience, a broad-minded, trained observer, able to select, concentrate and present without prejudice or passion national and international views of all that is most interesting and important in the life of the day. He has given *Current Opinion* an individuality among magazines that has won for him universal recognition as one of America's foremost editors.

Of the magazine he says, "*Current Opinion* presents to its readers the thought-harvest of two hemispheres; and it is what the world thinks today that determines what it will do tomorrow."

RAYMOND BABCOCK, Advertising Manager, *Current Opinion*, Harris
JOHN MacARTHUR, Western Representative, Harris

Errors of CURRENT OPINION



DR. FRANK CRANE

reaches millions of people every day—the largest daily audiences of any writer, living or dead. His editorials in Current Opinion are famous of common-sense philosophy. Crane has been abroad for the past year making a close study of European problems for Current Opinion.

From the Literary Digest:

"Dr. Crane is an independent writer; an essayist of a new sort, with a new message for the multitude; an optimist seeing always the good in the common things. His thoughts run to a kind of common sense that should be more common."

From John M. Siddall, Editor, The American Magazine:

"Dr. Crane is a living wonder. He is the doggondest combination I ever saw of the idealist and the practical man. His head is sometimes in the clouds, but his feet are always on the ground. When he unwinds to his full length he is about a mile high. He does an enormous amount of good. His writings are read by millions."

Current Opinion Bldg., New York
Chicago, Harris Trust Building, Chicago

\$29,000,000 in farm products

Are produced yearly in McLean County, which is but one of ten counties of equal producing wealth per square mile in Central Illinois.

70 prosperous cities and towns (including thousands of farm homes) in ten rich counties with a population of 140,000, above the average in buying power, are served by

The Daily Pantagraph Bloomington, Illinois

Published Every Morning Except Sunday

Carefully censored news and advertising columns have built up a reader confidence that will react to the benefit of advertisers of all commodities for use in the home and on the farm.

At a milline rate of only \$2.81 you can save on advertising costs by using The Daily Pantagraph.

"There's Over \$27,000,000 in Bank Deposits in Pantagraph Territory."

Representatives—Knill-Burke, Inc., Brokaw Bldg., New York City.
Elmer Wilson, 1500 Tribune Bldg., Chicago.
F. A. Folsom, Chemical Bldg., St. Louis, Mo.

Members A. B. C., A. N. P. A. and Associated Press.

Glorifying an Arm Chair Lunch by Means of Advertising

How the Waldorf System, Incorporated, Uses Newspaper Space to Buy Prestige and Good-Will—A Lesson in Copy Achievement and Advertising Generalship

By R. M. Rhodes

IT would be a comparatively simple job for a chain of dairy lunches to increase its sale of ham sandwiches and coffee and baked beans and pie through advertising. But for a chain of so-called "arm-chain lunches" to increase its prestige and make the public feel about it as it feels about itself and its mission is quite a bit more difficult. People are not inclined to take dairy lunches very seriously, no matter how clean they may be, or how good the food served. They are prone to regard them merely as convenient places at which to "grab a bite to eat."

But no one could read the advertisements run recently in various New England and New York State newspapers by the Waldorf System, Inc., without sensing that here is a lunch system that is building something more substantial than a quick-money, quick-lunch chain. One gets the feeling of background, of ideas and ideals, of service, which is the purpose of the campaign conducted by this organization, operating ninety-four lunch rooms in twenty-nine cities, mostly in New England.

Concealed in the middle of a paragraph of the president's annual report is the following statement concerning this advertising: "This campaign was not entered into with the idea of getting greater volume of business, only perhaps indirectly, but rather as a means of informing the public of our growth and purpose and our plans for serving them in the future. The public are prone to look upon the Waldorf through the eyes of the one Waldorf Lunch in which they are accustomed to eat. They do not couple our large volume and com-

mensurate profits with the ninety-four stores which we are now operating and the large investment which we have in the business. And it is hoped that this institutional advertising will sell them the Waldorf idea, that they may understand something of the organization and the capital required to serve them quickly, conveniently and well at a small profit—less than 21/5 cents per meal for 1921."

This paragraph is in reality the prescription that was written for the advertising. How the Waldorf advertising department went about it to fill this prescription is, to the writer, the most interesting thing about the campaign.

How would you go about it to fill such a prescription? How would you proceed to establish the size and importance, and register the ideals, of a dairy lunch system?

COPY IS CAREFULLY PLANNED

The method used by the Waldorf System is a good lesson in copy-writing—in handling words and ideas to formulate an impression in the public mind. It will be worth the few minutes it will take to analyze one of the advertisements. The particular one selected is one of eight which formed the initial campaign. The advertisement was divided into two sections. The main section was devoted to the following story:

HOW A SMALL BANK ACCOUNT—PLUS A BIG IDEA—BECAME A \$10,000,000 BUSINESS

More than 17 years ago the first Waldorf Lunch opened its doors to the people of Springfield, Mass. That Waldorf represented an idea, backed by all its founder's savings—the modest sum of \$1,800. But it was a good idea—and it prospered because it performed

a service the public wanted, and did it well.

Today that idea is represented by the familiar Waldorf Lunch establishments in this city, and in twenty-seven other cities in seven States.

The foundation idea of the Waldorf system is this: the undeviating purpose to maintain worthy dining-places where they will perform real public service, the purpose to serve tasteful food of unquestionable quality to men and

And then note with what skill it is all suddenly narrowed down in the closing paragraph to the specific: "There'll be good, fresh coffee at the Waldorf Lunch today. It's always the same." That is the touch of the word artist. A spot in the foreground where attention can rest on something definite and practical, something on which one can act.

Now turn to the copy in the left-hand section of the advertisement. Instead of being broad and sweeping and institutional, it is simple, easy-going, friendly—almost offhand—and all split up into short paragraphs, each separated by a little type character. A characteristic column follows:

The Waldorf Way

Le Maréchal Foch and The Generals—Plus—

Airplanes—battleships—were each at one time or another "going to win the war." But what really won the war was the united organization of experienced commanders plus the efficiency of the combined forces they trained and directed.

And that's exactly what makes every Waldorf Lunch successful in the undeviating Waldorf purpose to maintain worthy dining places for the guest, courteous and economical service of appetizing food.

The Waldorf System Incorporated today is a great Allied Army in the service of the public—the addition of four other marshall chains of modern lunch rooms with the Waldorf.

All of the "generals" in this Waldorf formation—the president and each of the men who are vice presidents—and operating-managers—have had years of practical experience.

Today the Waldorf System Incorporated is acknowledged by men who know to be better organized and more economical than any other chain-controlling enterprise in the country. That means not only exceptional quality but exceptional economy the year—at lunch time, for instance.

Waldorf System Incorporated

Corporation Office—222 High Street, Boston.

The Single-Style Lunch Rooms Operated by the Waldorf System, Inc., are located in the following cities:

BOSTON, MASS. NEW YORK, N.Y. PHILADELPHIA, PA. PITTSBURGH, PA. RICHMOND, VA.

ONE OF THE WALDORF DOUBLE-BARREL NEWSPAPER ADVERTISEMENTS

women at such small profit per person that we shall have many patrons to make those small profits profitable to our employees and shareholders.

During the past year the lunch rooms of the Waldorf system have served more than 37,000,000 meals at an average of less than twenty-eight cents each, and at an average profit of a fraction over two cents per meal.

Over \$10,000,000 of annual business built up by efficient management, uncompromising standards of quality, cleanliness, courtesy and quick service!

There'll be good, fresh coffee at the Waldorf Lunch today. It's always the same.

Note how this portion of the copy sketches the business in big, sweeping strokes—the start seventeen years ago—the idea—the \$1,800—the present scope of the system—the underlying purpose—the 37,000,000 meals served—the fraction over two cents per meal profit—the \$10,000,000 annual business.

The father and founder of the Waldorf system was hard at work one day putting the finishing touches on his very first lunch counter. All ready to hang up a sign—but no name!

Just then a passerby hailed him from the door. "Why don't you call this place the Waldorf?" he shouted.

And up went the sign a few days later—"Waldorf Lunch"—an original, old Dutch name chosen in the original American fashion.

That word gained its first pleasant and refreshing significance in Holland. "Waldorf" means "wooded village" in the language of the land that made immaculate housekeeping famous.

Well, four inspections every twenty-four hours in each Waldorf Lunch, and 398,000 pounds of cleaning powder used annually!

I'd call that housekeeping to beat the Dutch—as you might say.

More copy art! And how nat-

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The

Ohio Fa Cleveland

Standard F Western R Transportat Chicago, Ill



Good Roads for Safety Razors

If you want to pick a good farm market for safety razors, look for good roads first. Good roads mean more frequent trips to town—and that usually means more and better shaves.

When you stop to think about it— isn't the same thing true in the case of the farmer's clothes, his wife's hosiery, his automobile, and even the furniture in his home?

In Ohio, Pennsylvania and Michigan there are over 53,000 miles of improved roads. Nearly a mile to every $2\frac{1}{2}$ square miles of area. This means better road facilities than in the territory covered by any other farm paper.

Is it any wonder then that these farmers who read the Lawrence Farm Weeklies have such high living standards and therefore afford such a ready market for advertised merchandise?

And, best of all, most of these farmers do their buying in the numerous good-sized cities scattered throughout the states—probably from dealers already stocking your goods. Why not sell these farmers?

The Lawrence Farm Weeklies

Over 300,000 Every Saturday

Ohio Farmer
Cleveland, O.

Michigan Farmer
Detroit, Mich.

Pennsylvania Farmer
Philadelphia, Pa.

Members of Audit Bureau of Circulations.
Members Standard Farm Paper Association.

Standard Farm Papers, Inc.
Western Representative,
Transportation Bldg.,
Chicago, Ill.



Wallace C. Richardson, Inc.
Eastern Representative,
95 Madison Ave.,
New York City.

urally it balances the more solid copy in the main body of the advertisement. In effect, what this advertisement does is to tell you as much as you can absorb in one cadence; then it swings into another cadence and tells you half as much again!

Observe how painlessly you have absorbed the *background* of the Waldorf System in the story of the selection of its name; and how both the cleanliness ideal and the huge magnitude of the system are conveyed in eighteen words in next to the last paragraph: "Well—four inspections every twenty-four hours in each Waldorf Lunch — and 398,000 pounds of cleaning powder used annually!"

To the writer this seems like a most practical lesson in the art of institutional advertising. It "glorifies" the Waldorf Lunch in a simple, dignified way that cannot fail to command respect.

The initial campaign consisted of eight pieces of copy and ran in twenty-six newspapers, taking in Boston, Providence, Springfield, Hartford, New Haven, Rochester, Buffalo, Albany and Pawtucket, the cities in which the Waldorf System is strongest. The space used was eight and one-half inches over four columns. Several other cities are represented in the campaign now running.

President Percy E. Woodward of the Waldorf System seems thoroughly to understand the influence of advertising, and its value as a builder of internal morale as well as of sales and prestige. Indeed, so prominently does this newspaper advertising campaign figure in his plans that he closed his annual report for 1921 with the following paragraph, which shows his generalship in the use of advertising:

"We feel that the advertising, as it has been carried on in the past and will be carried on in the future, will have a beneficial effect upon the public and our employees as well, tending to keep all of the employees up to the standard we advertise."

And he further states: "We have evidence that these adver-

tisements are being widely read and that they are having a considerable and beneficial influence on the public good-will."

This sort of advertising faith and understanding on the part of the chief executive of a company, combined with such advertising as the Waldorf System has been doing, with its friendly atmosphere and its clean-cut and oft-reiterated statements of the company's ideas and ideals, could hardly fail to increase that company's good-will and build up a fine spirit within the organization, all of which must result in greater sales of ham sandwiches and coffee and baked beans and pie across the counter!

Government Campaign in Foreign Language Newspapers

The foreign language advertising account of the United States Government Savings System, Treasury Department, Washington, D. C., has been placed with the Frank Presbrey Co., New York.

Copy is being placed in foreign language newspapers of Greater New York and Chicago. The campaign in foreign language newspapers will gradually be extended until it covers the whole country.

The campaign covers Postal Savings Stamps, Postal Savings Deposits, Treasury Savings Stamps and Treasury Savings Certificates.

Business Publishers to Discuss "Summer Slump"

"How to Kill the Summer Slump" will be the subject of discussion at a meeting of the New York Business Publishers Association on May 26.

F. M. Feiker, vice-president of the McGraw-Hill Co., Inc., will open the discussion by showing the number of ways in which the editorial departments of business publications can help in this work. George Griffiths, advertising manager of *Hardware Age*, will start the discussion on the contribution that the business departments of such publications can be expected to make.

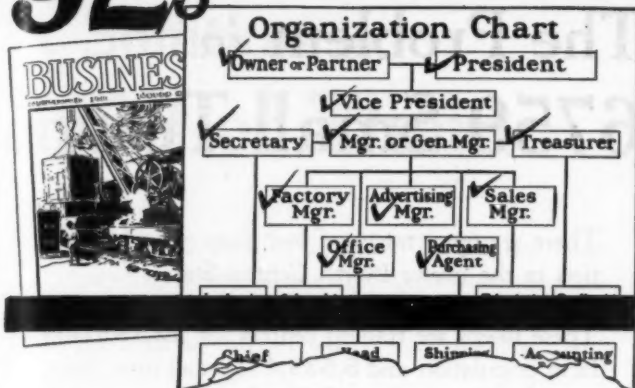
Salt Lake City Newspaper Purchases "Utah Farmer"

The *Deseret News*, Salt Lake City, Utah, has purchased the *Utah Farmer*, a weekly agricultural paper. The *Semi-Weekly Deseret News* has been discontinued.

Death of Robert Seaver

Robert Seaver, president of the Seaver-Howland Press, Boston, Mass., died on May 4, after an illness of only a few days.

92% Above the Line



We can show you that 92 per cent of the circulation of **BUSINESS** is among men holding the following positions:

OWNER or PARTNER	SECRETARY or
PRESIDENT	TREASURER
VICE-PRESIDENT	OFFICE MANAGER
MANAGER or	PURCHASING AGENT
GENERAL MANAGER	DEPARTMENT HEAD

Buying power is centered in this group—*above* the line that marks off all but a small percentage of **BUSINESS** readers.

Through **BUSINESS** you are sure to reach executives with direct purchasing authority, because **BUSINESS** circulation is "hand-picked"—built to accomplish that purpose.

BUSINESS

BUSINESS adds unusual editorial quality to its 160,000 selected circulation. This fact, plus a reasonable rate, makes it an attractive medium for advertisers.

THE BURROUGHS CLEARING HOUSE offers 100 per cent circulation among banks—at the lowest rate per page per thousand obtainable in that field.

The Burroughs Publications

Published by the Burroughs Adding Machine Company, Detroit, Michigan

The Problem *in* 6759 Small Towns

There are 6759 towns of less than 5000 population in the twelve North Central States.

These towns are trading centers for 12,195,009 farm population and 5,539,431 small town folks, a total of better than 52% of the entire middle west population.

How can this big market be influenced?

Farm papers go to the farms, but what about the small towns?

The Big National magazines do not cover the small towns adequately.

A recent questionnaire to our subscribers brought out the following facts—

Only 6.3 % get one or more of the three big general magazines (2 weeklies and one monthly).

Only 15.75 % get (either from news stands or subscriptions) any one of the five leading women's magazines.

A Solution in 4490 of Them

PEOPLE'S POPULAR MONTHLY has from twenty-five to several hundred circulation in 4490 of the 6759 Mid-West small towns. It is only in the smallest villages where we have less than twenty-five circulation.

This circulation so uniformly covers the field that it insures real buying influence, for practically every small town dealer.

The five and a half million small town population constitutes a logical market for all products related to the home, such as, Household Articles, Food Products, Cosmetics, Musical Instruments, Automobiles, Tires, Building Materials, etc.

Our 650,000 circulation, centered upon the middle west, is as complete a coverage of its area, as if we had two million circulation scattered over the entire United States.

People's Popular Monthly

CARL C. PROPER
Publisher
Des Moines
Iowa

GRAHAM STEWART
Advertising Director
78 W. Monroe St.
Chicago

CLIFFORD PANGBURN
Eastern Manager
299 Madison Ave.
New York

The Biggest Market in Ontario

Toronto, the capital of Ontario, is the second largest city in Canada, and the twelfth in North America. It has a population of 525,000 and is the centre of a small territory containing 1,500,000 people.

The city has 2,835 industries, of which over 200 are branches of American factories. Employed in them are 102,000 people, drawing \$105,509,618 annually in wages, and the value of their products is \$506,429,000 annually.

The city has \$63,750,000 invested in public ownership utilities, including street railway, electric lighting, waterworks, abattoir, etc. It occupies 32 square miles, and is the best lighted city on the continent, having more electric lights on its streets than even Chicago.

This solid, prosperous and progressive city is well served in a newspaper way by THE TORONTO DAILY STAR, with Daily and Sunday editions.

The Daily has the largest circulation of any newspaper in Ontario, 116,000, and the Star Weekly 148,989, the largest Sunday edition in the Dominion.

Advertisers will find it profitable to use both papers in covering this field.

Members of the Audit Bureau of Circulations

U. S. Representatives

CHAS. H. EDDY CO.

New York
Fifth Ave. Bldg.

Boston
Old South Bldg.

Chicago
Peoples Gas Bldg.

Montreal Special Representative
J. B. RATHBONE, Transportation Building

Consumer, Dealer and Salesman Tied Up with the Factory

The Evolution of a Campaign Which Got the Housewives to Write the Copy and Sell the Products

By John A. Lutz

MANY manufacturers are looking for means to establish a closer contact with the consumer and to do it through the dealer or without antagonizing him. To these concerns the plan evolved by J. S. Ivins' Sons, Inc., the oldest bakery in Philadelphia, should start a train of thought which, perhaps, will lead to the solution of the problem for them.

When the time came to consider and determine upon its 1922 advertising campaign, the Ivins bakery was confronted with these facts: It had run the entire gamut of reasons why; had told in advertising all about itself and its products; had played up the purity of its cakes and crackers and the ingredients which go into them, setting for the bakery a standard of purity more exacting than the standards set by either State or National Pure Food Laws.

The Ivins bakery had sold itself and its goods into thousands of Philadelphia homes, as evidenced by the doubling of bakery capacity in 1921. It realized, however, that to go on and on, advertising must be continued and the story told from a new angle and always in an interesting way. Besides, there were the new housewives, either by marriage or by migration. What, then, of the 1922 advertising plans and what form would the copy take?

The plan had to be different—that was agreed. The question came up, "Who is the Ivins Bakery run for?"; and the natural answer was, of course, "The housewives of Philadelphia." Unless they approved of the Ivins products there would be no Ivins products in a short time. Their approval was essential. Why not, then, get the housewives to register their approval of every kind of

cookie-cake and cracker coming from the Ivins ovens? If the seal of approval of the housewives of Philadelphia could be placed upon the Ivins goods, there would be undisputed proof of superiority, because the stamp would be that of the users, not of the producers.

The next step was to find a way to get this approval so as to make it representative of the city, representative of the housewife class, expressive of genuineness and productive of the greatest advertising and sales return.

GAINING THE ACTIVE INTEREST OF THE WOMEN

The Ivins Bakery has a sales force of fifty men, who travel Philadelphia and the nearby cities in Delaware County, New Jersey and Delaware. It was decided that each of these salesmen, in making his territory twice a month, would obtain from the best grocer the name and address of that woman who, in his judgment, was best qualified to pass on the merits of the Ivins goods. The woman had to be above the average intelligence; she had to stand high in the opinion of her neighbors so that her word would carry weight and so that her decision would not be under the suspicion of an ulterior motive. That was the task of the fifty salesmen. The salesmen knew that their co-operation would eventually lead to more sales, and more sales would mean more commissions. The entire plan was unfolded to them, so that they knew the ultimate success of the campaign rested upon them—the first stone for the structure. As the names were obtained they were sent to the home office, and at once each of these women was sent a letter, stating that Mr. So-and-So, the salesman, would call

upon her on a certain evening, bringing her "The Ivins Gem Chest," containing an assortment of regularly baked cookie-cakes and crackers, which she was asked to serve on her table and put to "the test of taste."

This "Gem Chest" is a handsome japanned tin box, round in

become a member of the Ivins "Board of Advisors" and to report her "test of taste" upon the blank enclosed. The reports received reflected unusual interest, not only in the "Gem Chest" and its contents, but in the idea of the "Board" and the distinction of being selected a member of it—just what the Ivins people desired.

The idea back of having each salesman get only two women a month (a monthly total of 100) was to carry the plan through the entire year and so maintain interest and word-of-mouth advertising for the twelve months. The selection from all parts of the city and adjacent cities gave the campaign representation in every locality where the Ivins goods are on sale.

Through the plan 1,200 housekeepers will eventually be chosen and placed on the "Board," and with the stamp of approval of this army, the Ivins Bakery believes it will have the right to say that its products are "approved by the women of Philadelphia."

The plan was announced through large advertisements in the newspapers. The first piece of copy, 1,200 lines, told the full story of how the Ivins Bakery was going to invite 1,200 Philadelphia women

to serve on a "Board of Advisors" for the Ivins Bakery; that every kind of Ivins cookie, cake and cracker would be tested and judged by this "Board," and if approved, would in the future be packed and sold in packages or tins bearing the red seal of approval, containing the

Approved—

"The Ivins Board of Advisors enthusiastically agrees that the test of taste proves the superior goodness"

LAST MONTH we sent a quantity of the Ivins cookies and crackers shown herewith to the first hundred of the Philadelphia women who will serve this year on our newly-established "Board of Advisors." We expect these women to serve them at meals—to judge their merit.

The uniformity of the approval was truly astonishing! "The best ever!" "Have tasted nothing so good!" "The children love them!" "We are going to serve them every day hereafter!"—different phrases, but all expressing the same unanimous approval!

We are delighted! For 75 years, we have been baking in Philadelphia. We looked up our products with a Commission of Pure Food laws then very new and law we know.

We have paid thousands of dollars for machinery that enable us to produce every distinctive original cookie-cake and cracker, and these thousands of dollars for equipment that insure absolute accuracy and uniformity in our baking.

We bought, several months ago, a valuable Broad Street property to give us almost double the space.

And now, the very first groups of women named from our new "Advisory Board," of 100 Philadelphia housewives have said: "We appreciate the superior quality of Ivins products. Bake more of them, for Philadelphia will always buy as many of these superior fine cookies and crackers as you can bake."

A. S. IVINS BAKERY, Inc.
"Baker of the Best Breads in Philadelphia since 1847"

Ivins

Cookie-Cakes and Crackers

The Suburban Oven uses your home cells heat!

Four famous cookies and crackers win the right to bear the new Ivins "Seal of Approval."



Look for this Seal on every Ivins' container

A THOUGHT FOR BAKERS IN OTHER CITIES, NOT NECESSARILY SO LARGE AS PHILADELPHIA

shape and so dainty in appearance that a woman can find many ways of using it after it has been emptied of its contents. After the call, the salesman would report, and if the housewife accepted the "Gem Chest"—and in every instance she did—she would receive another letter from the bakery, asking her to

SWEET'S ARCHITECTURAL CATALOGUE

SELLING THE ARCHITECT

Architects prefer to receive the manufacturer's catalogue in the form of pages in "Sweet's", because the catalogue in "Sweet's" can always be found when wanted.

Manufacturers have, from time to time, sent out questionnaires to architects to determine their preference.

Answers favorable to "Sweet's", in various independent tests, have run from 60% to 95% of the total number of replies; average results of such tests that have been reported to us show that 87% of the architects who replied were in favor of the catalogue in "Sweet's."

SWEET'S CATALOGUE SERVICE, Inc.

119 West Fortieth Street, New York City

FORMS FOR SEVENTEENTH EDITION CLOSE JUNE 30

following wording in white: "Approved by the Women of Philadelphia for Ivins." This seal, together with the smiling "Ivins Baker" and the characteristic lettering of "Ivins" appear in every advertisement, prominently displayed. Three other pieces of copy were run during March, each of 800 lines. These supplemented the first piece, telling virtually the same story, but in a different way. The aim was to get the idea over completely at the start, in order to give the sales campaign full momentum.

Beginning April first, and for each week thereafter a group of four or six cakes or crackers were selected from the "Gem Chest" assortment and presented to the buying women of Philadelphia, through large space in the newspapers, window and counter strips, cutouts, etc. This copy did not tell what Ivins knows or believes or says of these goods, but what those members of the "Board of Advisors"—the women of Philadelphia who tested and judged them—say and know about these cakes and crackers from actual use in their homes. The burden of selling is thus taken from the baker, and the consumer sells herself. It is word-of-mouth selling put into print and multiplied. In this way full benefits will be taken of the initial promotion plan and the "testimonial" taken from the suspicious class and put into that of the dignified adviser.

The campaign covers three distinct fields: First the consumer, second, the dealer, because his cooperation was solicited in the selection of the "Board," and third, the salesmen, upon whose judgment the quality of the "Board" depended.

The housewives' approval plan brings a closer contact between the consumer and the grocer, the consumer and the Ivins salesmen, and the consumer and the factory. It is reasonable to assume that the 1,200 women who will eventually serve on the "Board" at various times during the year, will talk of their baked goods to at least three or four of their neighbors

and friends, and in doing so will speak of their approval of the Ivins products. As this chain goes on it can be estimated that a half million women in Philadelphia will hear by word of mouth about the Ivins products and the approval of them by other Philadelphia women. The Ivins people have taken cognizance of the human tendency to talk about those things which closely interest them.

Getting the buyer to write your copy is no easy task, for such copy should contain the elements of attraction, interest, and desire to possess; but this plan of the Ivins Bakery seems to have solved the problem in an original and effective way.

Automotive School Account for Chicago Agency

The Greer College of Automotive Engineering, Chicago, has placed its advertising account with the Potts-Turnbull Company, Chicago advertising agency. A campaign in national publications, farm publications and newspapers has been planned for the Greer course of automotive salesmanship and garage management as well as the mechanical course.

Dazey Churn Appoints Agency

The Dazey Churn Mfg. Co., St. Louis, has placed its advertising in the hands of Yost, Gratiot & Co. St. Louis advertising agency. Eastern farm papers will be used in the first campaign.

"The Sun," Baltimore, Promotes Henry J. Moehlman

Henry J. Moehlman, for three years assistant classified manager of *The Sun*, Baltimore, has been appointed classified advertising manager to succeed Robert H. Wildman, who has resigned.

Heckler Furnace Account with Pittsburgh Agency

Heckler Brothers, Pittsburgh, maker of Heckler furnaces, has placed its account with The Richard S. Rauh Company, advertising agency of that city. Newspapers will be used.

New Account with Indianapolis Agency

The Capital Radio Supply Company, Inc., Indianapolis, distributor of radio equipment, has placed its account with Emerson B. Knight, Inc., an advertising agency of that city.

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370 SEV

Foreign Buyers

value the reading pages of the **AMERICAN EXPORTER**. Here is a typical letter of appreciation from a subscriber in Holland, a leading manufacturer and important buyer of American equipment and supplies.



R. Doss-A.
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VERBODEN
VERBODEN

MAKING THE THROTTLE
N.V. Lips' Brandkasten- en Slotenfabriek
APD. SLOTENFABRIEK
Dordrecht

AMERICAN EXPORTER,

NEW YORK.

U.S.A.

Circulation Department.
S.....



11th April 1922.

Dear Sirs,

Your favour of the 30th pass. duly to hand contents of which had our attention...

Your magazine has pleased us very much and as we are reading your articles in general with a great interest, we decide again and again to take up a yearly subscription...

Therefore we beg to enclose the remittance signed by us and we are sending you a M.O. for the amount due...

We remain

Yours truly
N.V. Lips' Brandkasten- en
Slotenfabriek

[Signature]

Director

1 Enc.

Why not tell the foreign buyer about your product in the advertising pages of the

AMERICAN EXPORTER

The world's largest export journal. Now in its 45th year

370 SEVENTH AVENUE

NEW YORK CITY

GUARANTEED

A new mammoth
page in one of
the most powerful
mediums *in the world*

Circulation more than 2 million
based on certified reports.
Size of Page—14 ft. x 18 ft.
Cost—Less than $\frac{1}{2}$ ¢. per person

with

Guaranteed Attention

You can have your advertising seen and concentrated upon for seven minutes by two and a quarter million people.

A co-operative association has been formed by over 1,400 moving-picture exhibitors throughout America. This number is rapidly increasing daily, and, within a short time, should be far in excess of this number.

The average daily attendance of the theatres represented by these exhibitors is today 1,177,028.

They have contracted to show "Exhibitors' Fund" films as a part of their regular program. Our films will be shown at each performance, and after completing our circuit will have shown to an average of over two and a quarter million people throughout the United States.

We will put your advertising story into one of these films, averaging 500 feet in length—dramatically, graphically, convincingly.

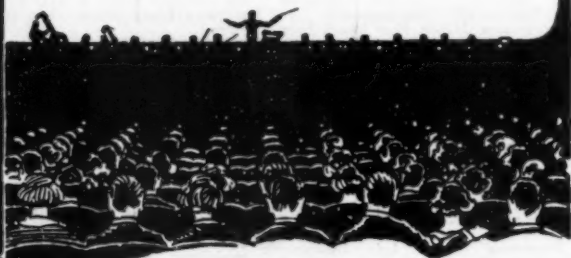
We handle the details of production. Competent professional actors portray the characters in these advertising stories. Skilled scenarists prepare and supervise the continuity.

DRAW ATTENTION!

**Circulation Certified
Showings Assured
Attention 100 per cent
2,250,000 People**

Will concentrate upon your advertising for seven minutes at a cost of less than half a cent per person.

A line dropped to us will bring you information that will differentiate this advertising plan from any other you have ever had proposed.



**Exhibitors' Fund
807 Knickerbocker Bldg.
Los Angeles, California**

How Life Insurance Is Being Merchandised

KNOCHE, SNOWDEN & ROGERS, INC.
TRAFFIC SPECIALISTS

NEW YORK CITY, May 2, 1922.

Editor of PRINTERS' INK:

Kindly refer me to issues of PRINTERS' INK that contain articles on the subject of selling life insurance.

KNOCHE, SNOWDEN & ROGERS, INC.,
W. G. ROGERS, General Manager.

ONLY five years ago when a large insurance company took space in a few newspapers it was thought necessary to announce in bold-face type that: "This advertisement *not* at the expense of the policyholders." The following list of PRINTERS' INK articles describing life insurance campaigns shows, by its very size, the change that has been brought about in the industry.—[Ed. PRINTERS' INK.]

When the Buyers Set You Right (*Printers' Ink Monthly*); May, 1922, page 33.

Making the Booklet Hard to Get (*Printers' Ink Monthly*); January, 1920; page 38.

Providing for the Salesman in His Old Age; January 12, 1922; page 85.

Advertising to the Unimaginative; November 17, 1921; page 182.

How an Insurance Company in the Northwest Uses Advertising; November 3, 1921; page 92.

Paving the Way for the Life Insurance Agent by Co-operative Advertising; October 27, 1921; page 41.

Advertising Makes Men Want Even Life Insurance; July 14, 1921; page 81.

Life Insurance Copy Paves Way for Salesmen; January 6, 1921; page 101.

Milwaukee Bank Goes Out of Its Way to Advertise Life Insurance; December 23, 1920; page 125.

Affiliated Aetna Companies Advertise for "Early Settlers"; January 15, 1920; page 93.

Selected Salesmen Bring Increased Business; December 11, 1919; page 185.

Gets Life Insurance Agents by Advertising the Policy; May 22, 1919; page 101.

Supposing Mutual Life Insurance Companies Were to Advertise; March 13, 1919; page 48.

An Adventure in Sale-less Business; March 13, 1919; page 194.

Advertising "Sells" Safety of Mutual Life Insurance; March 6, 1919; page 91.

An Advertising Duty; January 2, 1919; page 122.

How Aetna Life Advertises for Collections; December 5, 1918; page 16.

Putting the Postal Life on the Map; May 15, 1918; page 3.

The Benefits That Follow Advertis-

ing of Life Insurance; February 28, 1918; page 86.

Advertise Life Insurance Now; February 28, 1918; page 113.

Advertising to Stave Off Government Competition; August 2, 1917; page 114.
\$750,000 a Year for Welfare Work Spent by a Single Corporation; March 8, 1917; page 12.

Selling the Life Insurance Idea to the Wife; December 28, 1916; page 121.
Will "Explanations" Be Necessary? December 21, 1916, page 120.

This Advertising Lessened Hostility to Salesmen; September 7, 1916; page 60.
Vast Market for Life Insurance When Humanly Advertised; July 27, 1916; page 48.

The High Cost of Selling Life Insurance; July 20, 1916; page 106.

Applying Actuarial Methods in Selecting Salesmen; December 23, 1915; page 66.

The Prudential as a Copy Speculator; November 11, 1915; page 104.

Effective Use of Newspapers for Life Insurance Advertising; February 18, 1915; page 70.

Plan and Results of Canada's First Life Insurance Campaign; December 31, 1914; page 25.

Tells How Insurance Should Be Advertised; April 30, 1914; page 81.

Advertising for "Lost Policyholders"; March 5, 1914; page 54.

How Insurance Agency Broke All Records in December; January 29, 1914; page 96.

Advertises Contest for Positions

To secure applicants for positions, large display advertising is used in newspaper advertising in Cleveland, and is headed "Edison Questionnaire Modified." A prize of \$100 is offered by a large corporation, which is unnamed in the advertisement, to the individual who most correctly completes the test and the possibility of securing a position with the company which is in need of two or three men. Other cash prizes are offered.

The judges of the contest, two court justices and a publisher, are also announced.

Fruit Growers to Form Sales Agency

The Federated Fruit Growers, a national sales agency for fruit growers, was created in Chicago last week. J. S. Edwards, one of the directors of the California Fruit Growers' Exchange, is acting as general manager of the organization. Headquarters will be established in Chicago and a central sales agency for handling fruit crops is planned.

Obtain Rex Radio Account

The Sebring-Oscasohn Co., Inc., New York advertising agency, has secured the account of the Rex Radio Sales Corporation, New York. A campaign in radio and electrical trade papers to advertise the Turney radio products and the Air-O-Phone is planned.

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Are *Your* dealers selling the other fellow's goods?



Have you suffered the shock of finding your goods sound asleep in retail stores you had counted yours?

HAVE you ever found "your" dealers actively and aggressively pushing a competitor's line?

☞ That's a common state of affairs, but one often not suspected by manufacturers who have wide distribution.

☞ It's a situation covered briefly in a book we would

like to send you, if you hold a responsible executive position with an established business house.

☞ We will mail your copy of *Promoting Sales* at once—just tear out this paragraph and have your secretary send it to us, clipped to your letterhead.



The Corday & Gross Co.
Cleveland
Effective Direct Advertising

Keep that
Schoolgirl
Complexion



Strobridge Originals

THE first editorial post
ago. I have striven
to deliver to a quality Litho
been accomplishing orders
appreciation of

THE STROBRIDGE LITHOGRAPH

Main Works:

Branch Offices:



PALMOLIVE

The Palm and Olive Oil Soap



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THOGRAPHING COMPANY

Works: CINCINNATI

DAYTON

ST. LOUIS



"THE STORY OF THE BATH"

Is rated as the most popular booklet of the year. Written by Edwin L. Barker, who wrote "The Story of Bread," "Creeds of Great Business Men," etc., and illustrated by Albert W. Barker.

It sets a new style in entertaining, educational, inspirational, promotional literature.

Thirty-two pages and cover, illustrated with marginal pen sketches. Done on India tinted paper, with tan cover in blue and brown. Single copy, 25 cents; 100 copies, 10 cents each; 1,000, 7½ cents.

Benjamin H. Jefferson: "The Story of the Bath' is very good. Excellent. I looked affectionately in the direction of my shower as I read it."

James Wallen: "It is rich in wisdom, information and entertainment. It shows profound study and a literary quality altogether engaging."

Elbert Hubbard II: "It is tremendously interesting and written in a style that compels attention."

"THE STORY OF THE BATH"

Marks a high point in the Bath-a-Day Movement—a movement originated by Domestic Engineering as a service to its own field, and through that field to the public in general. The movement has met with the favor of plumbing, heating, soap, water, gas, brush, underwear and other organizations, as well as with schools, welfare workers, banks, health associations and the like.

DOMESTIC ENGINEERING

The Plumbing and Heating Book

1900 Prairie Avenue

Chicago

Member Audit Bureau of Circulations
Member Associated Business Papers, Inc.

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Why We Must Have Foreign Trade

A List of Final and Deciding Reasons on This Subject

By James S. Alexander

President, National Bank of Commerce in New York

IN a country like the United States, where domestic trade represents such a large proportion of our total trade, the important thing is to conserve our domestic market and to prevent the demoralization of prices in that market that follows rapid accumulation of unexpected supplies.

It is unnecessary for me to call to the attention of the leading men in many of our large industries the importance of preventing the demoralization of prices. The losses that accrue when such a demoralization occurs may be so great in a short time as to wipe out the profits of a considerable period. Most of us will recall that this fear of loss arising from a demoralized price level constituted for more than twenty years one of the principal reasons impelling business units into consolidations.

Business men who face the danger of such losses cannot sit idly by. They must adopt some means of protecting themselves. In attempting to prevent the destructive effects of demoralizing prices business men may deal with the matter in two general ways. They may combine to restrict output within the needs of assured demands or they may find an outlet when an excess occurs. Our traditional policy with regard to combination has placed great impediments to the former course. Whatever the merits of the arguments for and against the policy of allowing business men a larger degree of freedom in controlling the aggregate output of an industry or in combining to maintain a fair price, it is perfectly clear that under a highly competitive system we must have an

outlet for the excess products of the country.

Such an outlet must be found mainly in foreign trade; and in order that this source may be relied upon to the fullest extent it is necessary that we have a very extended foreign trade in many parts of the world.

I would call attention to the aspect of the foreign-trade question that is perhaps of greatest real interest to the American people. We have established upon this continent an economic society that has given to the average laboring man a higher standard of living than his fellow laborer enjoys in almost any other part of the world. The existence of that standard constitutes one of the greatest achievements of American democracy. It is known the world over and is one of the main reasons why the people of other nations look to America to establish standards of well-being for the masses of the people.

A CONDITION THAT IS PERMANENTLY CHANGED

The tradition of right conditions for the workers and of the high standard of living is one of which we should be most proud and it is one that we all wish to maintain.

In recognizing the existence of this standard, however, we should not overlook the conditions that have made such a high standard possible. America has been blessed with the greatest natural resources ever known to any country. The existence of these resources has rendered the work of the laborers productive beyond that of the Old World. So long as we have had ample supplies of rich land with which to meet the needs of our ever-growing population there was no reason why

From an address before the Ninth National Foreign Trade Convention at Philadelphia.

this standard of living should not be maintained.

This standard, however, has been conditioned upon the maintenance of the productivity of the laborer and this productivity in turn has been conditioned upon the continued enlargement of the supply of highly productive land as fast as population grew.

Up to a very few years before the war this supply was adequate to all our needs. Shortly before the beginning of the last decade, however, we had reached the point where the best of our land had been taken up. While there still undoubtedly exists a considerable amount of land which may be cultivated more profitably than land which is cultivated in some other parts of the world, yet we must recognize the fact that we have reached the point where upon the new land the operation of the law of diminishing returns in agriculture will cause a smaller and smaller yield of foodstuffs per unit of labor than has resulted in the immediate past. It is true that invention and improved methods of farming have tended to postpone to some extent the early working of the law of diminishing returns but the evidence of the last few years points clearly to the fact that we are now utilizing less fertile land at a greater per unit cost of production than was the case in former years.

If we are to maintain our standard of living under a condition of diminishing returns in raw production we must offset such increased cost by devoting a larger and larger proportion of effort to those lines of industry that yield increasing returns per unit, namely, to manufacturing. That we are doing this to some extent is evidenced by the census figures for manufacture. It should be borne in mind, however, that this process of offsetting diminishing returns in agriculture by increasing returns in manufacture involves an ever-expanding market for our manufactures and that such an expansion points unmistakably and inevitably to the extension of our foreign trade.

It is a rather complicated problem and somewhat difficult to deal with in a short space, but the conclusion suggested by an examination of the factors entering into the future standard of living of the masses of the people clearly points to the necessity of devoting a larger proportion of our economic effort to manufacture and to the development of foreign markets for our manufactured products. From the most important point of view that a nation can take, therefore, namely, that of the standard of living of the masses of the people, we must have foreign trade to an ever-increasing extent.

IMPORTS EQUALLY NECESSARY

In emphasizing the importance of exportation, however, I would not wish to give the impression that our interest in foreign trade is limited to exports. We are equally interested in the question of imports. Indeed, without a sound import policy a sound export policy is an impossibility. This, however, is a very large question and one which requires separate treatment. I would only point out in passing that the doctrine of the mercantilists was found to be fallacious more than 150 years ago and that since that time no fully enlightened economist or statesman has believed that the larger problems of exportation can be separated from those of importation.

To those who are especially interested in the development of export trade I would suggest that there can be no more effective way of developing the trade than to lend your influence to the education of Americans in sound international trade policy. Such a policy must be based upon the indisputable fact that export trade must go hand in hand with import trade.

According to the press reports of the recent speech of Mr. Lloyd George, made in anticipation of the Genoa Conference, British foreign trade last year "was only 50 per cent of what it was before the war. The international trade of Germany was about 25 per

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cent. The percentage of French trade (including that of Alsace-Lorraine and the Saar Valley) was lighter by 57 per cent." If we could obtain reliable facts with regard to some other countries we should find that the percentage of their foreign trade has declined to even lower degrees. It is impossible to check these figures because we do not know just what items of foreign trade the Prime Minister had in mind. Our own compilations based upon published figures for merchandise exports show somewhat higher percentages. Upon any basis used, however, it is clear that the foreign trade of these nations is not only far below a normal trade, but far below that of nine years ago.

In view of these great losses which are suffered by other countries it would be the narrowest provincialism to think of the question of foreign trade simply from our own point of view.

The welfare of other nations is so closely interwoven with that of the United States that if the question of our foreign trade is to be interpreted with any degree of breadth whatever, it should be considered in the light of the trade of these other nations.

The more we view the question in this broader aspect and the more we become informed not only as to the specific transactions which take place between one nation and another, but also as to the relation between these transactions and the industrial activity in the domestic market of each country, the more we come to see that domestic activities all over the world are closely interrelated and interdependent. There can be no final recovery of the domestic trade in any nation until the normal international trade relations which alone support the great international division of labor can be re-established.

This conception of the real nature of both domestic and international trade in modern industrial society should prevent us from reverting to the foolishly selfish mercantile doctrines of the 18th century. We should strive to obtain all of the trade of the

world that in a fair field with free competition we may gain through our own efficiency. I have no sympathy, however, with those who would wish America to grab more than her proportionate share of the world trade.

While the first fruits of such a policy might seem to suggest that we were the gainers in an economic sense, it is impossible for us to maintain such trade unless we are fitted to hold it in an open field. Moreover, to the extent that we should attempt to obtain a disproportionate share and to hold it, to that extent would we prevent the most efficient working of the great world machine and to that extent must our actions finally redound to our own injury as well as to that of other peoples.

In the last analysis, therefore, I should rather view this question in its broadest aspect and answer the question as to why we should have international trade by recognizing why the world must have international trade.

Once the close interrelation between the welfare of one country with that of other countries is clearly recognized many of the doubts and difficulties in our present international trade policies will be swept away, and we shall be ready to go forward with the rest of the world.

Sunday-school Convention to Discuss Advertising

The convention of the International Sunday School Association, to be held at Kansas City, Mo., will give consideration to the use of paid newspaper advertising as applied to Sunday schools, at a special conference on June 23. Samples of advertisements used exclusively by Sunday schools will be exhibited at this conference, of which Herbert H. Smith is in charge.

Seattle Has Ice Cream Rolls

The epicureans of Seattle are to be furnished with a new ice cream treat called Arctic Ice Cream Rolls. This new dainty is a coated roll of ice cream with chocolate dipped ends. The Velvet Ice Cream Company, Inc., of Seattle is using newspaper display to introduce its delicacy to ice cream lovers.

S. T. Talashek, formerly with Evans & Barnhill and Frank Seaman, Inc., is now with Hoyt's Service, Inc., New York, advertising agency.

Home-Office Records of Foreign Advertising

A SYSTEM of home-office record keeping of foreign advertising was outlined by James S. Martin, of the Remington Typewriter Co., in an address on "Organization and Management of Advertising Forces," before the Ninth Annual Foreign Trade Convention at Philadelphia on May 12. Mr. Martin said:

Whether your organization for foreign advertising is elaborate or simple, complete or in process of development, there is a system of home-office record-keeping which is indispensable. May I mention a half dozen of the follow-up files which any advertising exporter is bound to keep in order?

(1) A card index of branch office and dealer imprints. It is best to obtain these imprints directly from the field, and to keep them listed in two forms: (a) a complete form which will include all the sub-offices and selling agents under the main branch or dealer, this imprint to be used whenever space permits; and (b) a brief two- or three-line imprint for use on posters, calendars, and other items in which the imprint is subordinate and a small space is appropriated for that use.

(2) A card index of branch offices and dealers with a complete running record of all advertising material and special allowances sent or granted to them, together with the date of order, quantity, method of shipment, and so on. If a dealer's sales languish a bit, his card in this file will show whether or not he has been duly supplied with advertising help and material.

(3) A card index, supplementary to the one just mentioned, of all current items of advertising material. Each of these cards should show the branch or dealer's name, the date of order, quantity, and method of shipment. This file will give a complete statement of the distribution of your advertising material.

(4) A card index of shipments. This may very well consist of two files: (a) cards showing advertising shipments on order, and (b) the same cards removed to the second file when you have been notified by the Mailing Department or Traffic Department of just when and how the goods have gone forward. These notices should be entered on the card when it is moved from the first file to the second.

(5) A card file of dealers' percentage allowances for advertising. These cards may very well show a copy of the actual clauses in the contracts covering the advertising allowances. These cards also serve as ticklers; vouchers and clippings on claims for advertising credit memoranda should be received promptly, twice a year.

(6) A file of imprinted samples. Each catalogue, folder, or other item which is

especially imprinted for a dealer should, whenever possible, be recorded by a sample in this file. A second imprinted sample copy should be sent to the dealer along with the advice of shipment.

(7) A file of clipped advertisements from all the foreign territories to which you export goods. The file is extremely valuable if it is properly used as an exchange. Dealers everywhere find it a stimulating help to receive clippings of advertisements of the goods they handle, which have been placed in widely diverse territories.

Dinner in Honor of William H. Johns

William H. Johns, president of George Batten Company, Inc., was the guest of honor at a dinner given at the Waldorf Astoria, New York, on May 15.

The dinner marked the thirtieth anniversary of Mr. Johns' association with George Batten Company and was given by 230 members of the Batten organization. The only guests present at this dinner who were not members of the Batten organization were A. W. Erickson, president of the American Association of Advertising Agencies, and Mrs. Erickson and James O'Shaughnessy, executive secretary of the agency association, and Mrs. O'Shaughnessy.

Howard W. Dickinson, vice-president of the Batten company, was toastmaster. The speakers were Mr. Erickson, Mr. O'Shaughnessy, Starling H. Buser, vice-president of the Batten company, and C. J. Babcock, a director of the Batten company.

Mr. Johns has been president of the Batten agency since the death of George Batten. In 1892, after having been with Funk & Wagnalls Company and Blair & Company, bankers, Mr. Johns joined with George Batten to form the Batten agency.

Mr. Johns was one of the founders of the American Association of Advertising Agencies and was its president for two years. He was appointed by President Wilson as chairman of the Division of Advertising of the Committee on Public Information and served during the period of the war in this connection, directing the advertising of various governmental activities on the loans, Red Cross, labor, etc., which were promoted by advertising.

Death of James F. Woodford, Publisher

James F. Woodford, who recently retired as an officer of The Star-Gazette Publishing Company, Elmira, and who was a partner in corporations publishing the Rochester *Times-Union*, the Ithaca *Journal-News* and the Utica *Observer-Dispatch*, died last week at his home in Elmira.

Joins Boston "Post"

John Withington, formerly of the Boston, Mass., *News Bureau*, has been made financial advertising manager of the Boston *Post*.

May 18, 1922

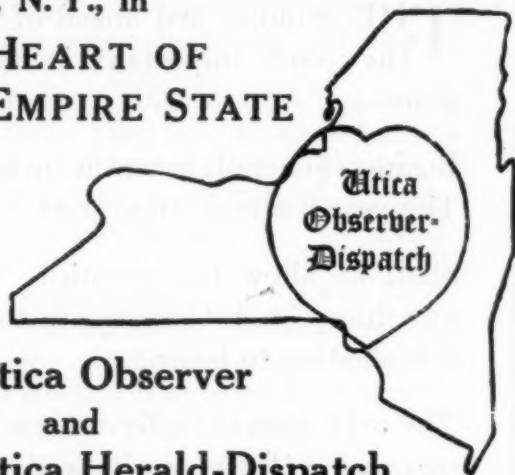
PRINTERS' INK

165

ONE BIG PAPER

now grows where two smaller ones
grew before. You will find it at
Utica, N. Y., in

THE HEART OF
THE EMPIRE STATE



The Utica Observer
and

The Utica Herald-Dispatch

Were Consolidated on May First

This enables advertisers to really cover this
most desirable section of the country with the
one and only afternoon paper. It also has a
Sunday morning edition.

Flat Rate, Daily 9c., Sunday 5½c.

Utica Observer-Dispatch
UTICA, N. Y.

One of the "Empire State Group" of papers

J. P. McKINNEY & SON

NEW YORK

CHICAGO

SAN FRANCISCO

LOS ANGELES

The Most Important Summer in Fifteen Years*

THE summer just ahead of us is the most important in fifteen years.

Business generally is on the up trend. The year has had a fine start.

Shall we allow the so-called "summer slump" to hit business just when it is starting to boom?

The only man to suffer from a summer slump this year will be the man who thinks people spend all summer in a hammock.

Big plans are being made for summer and fall business. Are you in on them?

Have you a different story to tell than a year or six months ago? Why not tell it?

*Read editorial, "No Summer Slump," in this issue.

Increase Your Fall Business by Advertising Now

THE big fall campaigns will be decided upon during June, July and August.

Manufacturers will use this summer as plan time. They are on the lookout for new ideas. They are thinking in terms of new sales outlets, new selling plans, bigger and better advertising.

Every summer issue of the PRINTERS' INK Publications that goes to press without a message from you is a lost impression on the minds of the big buyers of advertising. Tell them your story now!

The WEEKLY and the MONTHLY form the complete PRINTERS' INK Unit. Using all of PRINTERS' INK is proving extremely profitable both to its subscribers, the business executives of America, and the men who advertise business services for sale in its pages

Printers' Ink Publishing Co.

185 Madison Avenue

New York City

63 Pages—Last Sunday's Circulation, 18,400

SOUTH BEND NEWS-TIMES

GIANT BOOM PLANNED

LEARN GIANT ENTERPRISE

STIMULATED EXPANSION WILL MAKE CITY ONE OF COUNTRY'S GREATEST INDUSTRIAL CENTERS

POLICE ARREST TWO SUSPECTS IN BOMB CASE

Editor O'Keefe Issues Real Forecast in Local Address

ANTHONY FERRARO HELD ON CHARGE BROUGHT TO LIGHT

BILLARD BETWEEN THUNDERBOLT AND BOMB

Police Released—CHARGE EX-CHIEF OF DEPT. OF AERONAUTS, IND.

The Dream WAST

Reprinted Annals of Political a 1922.

*Business is Good in
South Bend*

May 18, 1922

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The Business Man and His Employees

The Evolution of an Idea That Leads through Channels of Public Service to a Definite Duty for the Improvement of a Company's Employees—Working toward a Broader Service

By Edward A. Filene

President, William Filene's Son's Company, Boston

I AM in honor bound, as a decent citizen, to treat my employees as well as I know how. If I am to require of the city that it send my employees to my store in the morning fortified by education and health to do my work, I have assumed by that very requirement the duty of sending them out at night at least not deteriorated, and if I have any sense of honor I shall want to give good measure and try to send them out, so far as lies in my power, improved physically, financially and morally by their working hours.

Now, of course, this is a hard thing to do and, in fact, is not generally accomplished. But the failure to do it is always paid for indirectly and is more expensive and more onerous than the doing. Employees made friendly to their employers, through just treatment and good conditions, are much more likely to be useful and profit-producing employees than are those who work under bad conditions. Moreover, good relations between employers and employees leave the managers free for their proper work of planning and administering the growth and success of the business.

We have been admonished to "love our neighbors as ourselves." Our real neighbors in these days of city life are not at all the people who happen to move in next door to us; our nearest neighbors are the people with whom we spend most of our waking hours. And with whom do we employers come

in more continuous contact than with our employees? When once our thoughts run along this direction we see that there are many additional reasons for recognizing our employees as our nearest neighbors.

With this consideration of my employees as my nearest neighbors and with the welfare of the business also urging me on, I soon found myself going outside of my store walls into city affairs. I was forced to associate myself with groups of other citizens who were trying to make the city a better one for my employees and myself to live in. This is justifiable; indeed, becomes essential, once the fact is recognized that our employees are our neighbors. We cannot let our neighbor pass in a rainstorm without offering at least a share of our umbrella, and when my employees came in wet from bad street car service I felt that I was only trying to be a good neighbor when I undertook to help reform that service. I therefore participated in the organization of a franchise league which for many years was influential in bettering the local service.

The same relationship in civic affairs forced me to help consolidate and reorganize the various business associations of the city. It led me to help create a City Club, where employers and employees and the friends of each could meet and learn to understand each other. Following this same impulse of duty to my neighbors—my employees—I finally came naturally into national and international work.

As I look back I find that each of these was, in itself, worth the time and effort it took, but, as my vision grew from these experiences, I began to see that it was all a means to the big end, to the end of real service which, for a business man, is to enable people to buy cheaper and cheaper. This insight came late with me, and I am going to dwell on it because I find that it comes late with most men.

The world is pretty well agreed now that, after all, its greatest progress will come from the great-

est freedom to all men. While definite gains may be made by autocratic control of business, yet, in business as in government, our experience has shown us that democracy is the safest road, and in spite of all its weakness it is the dominant political creed of today. Democracy is based on freedom. Freedom is not an eagle screaming on a crag, as we were told at Fourth of July celebrations at an impressionable age. The fundamental basis of freedom is the margin men have in their income over their outgo. No man is really free if he does not have more than enough with which to purchase the necessities of life for his wife, his children and himself.

If a pair of shoes for the baby costs a day's work and a pair for each other member of the family costs from a day and a half to two days of work, a suit of clothes or a dress costs from five to seven days' work, monthly rent costs six to ten days' work, and so on, then the man who requires the work of every available day in the month to provide food, shelter and clothing for himself and his family is not free. There was a time when it cost a considerable fraction of a day's work to procure a drink of water; today, in the cities at least, water is so cheap that in this particular item men are free.

Under a code of ethics that requires business to sell cheaper and cheaper, the necessities of life will be more easily obtained, and gradually the so-called luxuries of life will become more and more available for less and less hours or days of work; and thus men will become freer and freer.

New Accounts with Toronto Agency

The following accounts have been secured by A. J. Denne & Company, Ltd., Toronto advertising agency; The Western Salt Company, Ltd., Court-right, Ont., producer of "Purity Salt," and the Canadian account of the Disappearing Propeller Boat Company, Ltd., Toronto. For the latter account general magazines, newspapers and sporting publications will be used. This agency is also placing newspaper copy in a new campaign for Loraine Chocolate Bars.

Cleveland Agency Lists New Accounts

The Lees Co., Cleveland advertising agency, has obtained the following new accounts: the Warren Refining and Chemical Co., manufacturer of Warco oil for Fords; the Reiter-King Dugan Co., Akron, maker of electric gasoline gauges for automobile instrument boards; the Medina Mfg. Co., manufacturer of the "Happijack" automobile jack; the Schofield Mfg. Co., maker of automobile timers, and the Deming-Yates Co., manufacturer of the Yates electric ironing machine.

Brooks of Illinois New Chicago Agency

The Robert H. Brooks advertising agency, Little Rock, Ark., has opened a Chicago office under the name Brooks of Illinois, Inc. Among the accounts which will be handled from Chicago are: Swain Nelson & Sons, Chicago nurserymen; Electric Vehicle Bureau, Chicago; The Specialty Display Case Company, Kendallville, Ind.; Kutol Products Company, toilet articles, Chicago, and the Detroit Electric Car Company, Chicago.

Coffee Advertising in the Southwest

The Ennis-Hanly-Blackburn Coffee Company, Kansas City, has placed its advertising account with the Ferry-Hanly Advertising Company, of that city. Newspapers in territory tributary to Kansas City and through the Southwest will be used.

More Affiliation Speakers

Norval A. Hawkins, of the General Motors Corporation, will be one of the speakers at the Advertising Affiliation convention, to be held in Cleveland, May 26 and 27. Edward J. Henning, Assistant Secretary of Labor, will speak on "How Immigration Affects Your Business." The names of the other of the speakers were given in PRINTERS' INK of March 11.

Now with "Farm and Home"

G. Hubbard Potter, who was formerly advertising manager of *Farm and Fireside*, has returned to the farm-publication field and is now on the staff of *Farm and Home* in its New York office. Mr. Potter was engaged in agency work in New York and Pittsburgh.

Germantown Account with Philadelphia Agency

The American Textile Banding Co., Inc., Germantown, Pa., manufacturer of Amtex Transmission Linings and other products, has placed its account with the H. Arthur Engleman advertising agency, Philadelphia.

Doubling the returns from your catalogue

WE know of one mail order house that tried gravure by having us print half their catalogue in Artgravure.

The business from this half was three times that received from the half printed in halftone.

If you check up you'll be surprised at the number of catalogues printed either wholly or in part by the gravure process.

We'll be glad to tell you why and work with you on your fall catalogue.

ARTGRAVURE

Art Gravure Corporation

409 West 31st Street
New York City

Plain Dealer Building
Cleveland, Ohio

**Catalogues—Folders—Broadside—House Organs
Newspaper Supplements—Magazine Inserts**



ERWIN, WASEY & COMPANY
Advertising

NEW YORK

CHICAGO

LONDON

In order to serve our clients properly in the English and Continental markets, we found it necessary to establish advertising organizations in both London and Paris

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Using the Severest Test of the Product as a Copy Theme

Consumer Greatly Impressed and Influenced by Unusually Strenuous Examples of Service to Prove Worthiness

By A. L. Townsend

SALESMEN and dealers are beginning to serve as invaluable aids of the advertising department. Such men, out on the road or in direct contact with local conditions over a wide area of country, pick up facts connected with goods that make the very best brand of advertising copy.

To "invent" them would be to invite criticism. The consumer has his suspicions easily aroused. He prefers facts, not suppositional cases.

It seems difficult to write convincingly when the event or incident is invented for the occasion. What a product might do and what it has done or is doing are two widely separated things, as far as the public is concerned.

Five hundred form letters were sent to branch managers in numerous different States by an advertiser who was growing satiated with home-grown copy and illustrative themes. "Send us, that we may incorporate it in our advertising," said a portion of the letter, "the most severe test cases you have ever noticed as long as you have been selling our goods. We do not want to have you make up this material. It must be fact, drawn out of your own experience. Photographic proof will make your answer many times more valuable and conclusive to new customers and to the advertising department. Interest yourself in our next campaign. Become, for the time being, an advertising man yourself."

This form letter brought an entirely satisfactory volume of replies. The material will suffice for many campaigns to come.

Such information to be effective should be both startling and unconventional. Doing what is considered the impossible is in-

variably significant to skeptics. The casual tasks and the usual forms of service mean no more than what is expected.

When certain frailties are connected with a product, and common to it, the consumer is apt to get in a state of mind that impels him to say: "Oh, they're all alike. They will all do this or that."

ADVERTISES SEVERE TEST THAT PRODUCT MET

An example: few persons have much faith in the lasting qualities of wire screening. Appreciating this, the New Jersey Wire Cloth Company sought to find, as strenuous test cases, advertising facts that would prove to the man who doubted that here was a thoroughly dependable product.

It was discovered that vast quantities of the copper cloth had been sent to the Panama Canal zone, for use in windows and on porches there. There is much dampness along the canal, and the general conditions are such as to invite the most aggravating form of rust. Jersey screens here had stood the test. Back came views of Zone buildings, some of them with large areas of screenings around all four sides.

It was easy to tell the average consumer, therefore, that if these screens would "stand up," season after season, in the wet Panama Canal zone, they would most certainly give service under far more normal home conditions.

This is an example, then, of what we mean by copy themes that employ exacting, sometimes dramatic, and nearly always unusual, tests of service rendered.

It is sometimes very interesting to find just how many fragments of real copy-romance there are to be rooted out of the neglected corners. The consumer of the

past is apt to supply the most powerful advertising arguments of the present and the future.

The Pacific Lumber Company has always encouraged members of its organization in this ferreting of sales ideas for advertising purposes. Recently news came of a boat-house that had been built in 1909 right on the lake—and in it—at Deal Lake, N. J.

Five different kinds of wood had been used, including redwood. When it became necessary to reconstruct the building, only the redwood was in condition. It went back into the new structure. The other woods had rotted from the moisture. A photograph was sent of the boat-house.

Perhaps the strongest advertising series ever originated for Armstrong's linoleum narrowed down its story to individual cases of the most strenuous service performed. Beauty has been secondary. Patterns were less important than how the product withstood tremendous wear. A scout was sent out, who secured the necessary information.

One of the first cases was of Armstrong linoleum that had long been on the floor of a restaurant of note in Baltimore. Feet beat a steady tattoo upon it, night and day. All manner of things were spilled upon it, constantly—from grease to coffee. Chair legs scraped it. It received twice-a-day scrubbing. And its pattern remained crisp and bright, its fabric in good condition.

Is it not perfectly natural to assume that this advertisement must impress the housekeeper who contemplates linoleum for floors in her own home, in her kitchen or hallways? If wear is one of her inherent questions, the advertisement answers it before it has been asked.

The manufacturers of the Brenlin window shade saw a waiting opportunity. Women everywhere had for years complained of certain well-known flaws in curtains they purchased. They cracked, the filling dropped out and left light holes. They grew ugly, out of shape.

The company, having attained a

certain degree of manufacturing perfection in its product, set out to convince the public that here was, at last, a shade that overcame all of the old objections. Tests were introduced, one following the other, such as visualizing a shade being whipped violently by a sharp wind.

VALENTINE'S USE OF STRONG TESTIMONIALS

Valentine & Company, in the advertising of waterproof varnish, have had fact-scouts always on the search for the type of argument that can't be controverted and that will bring to the mind of the consumer such super-tests that immediate confidence will be inspired. These fact-scouts discovered unbelievable and yet dramatic material which permitted the use of pictures that teemed with life, such as the view of valiant Hawaiians on their surf-boards, riding giant combers into shore.

And it was fact, not a possibility of the product, as witness:

"Duke Kahanamoku of Hawaii, famous athlete, expert on the surf-board and world-champion 100-meter swimmer, has discovered still another use for Valspar. He writes:

"Honolulu, T. H.

"Have used Valspar on my surf-boards for several years, and find that it preserves the wood, because it is waterproof and prevents the water from soaking in. No matter how long the board is used in the water, the Valspar is not affected and does not change color."

This must be conceded to be a very severe test, and while the average home-owner does not go surf-riding in his dining-room or from his back porch, nevertheless he is impressed by the fact that the Hawaiian test is perhaps a more severe one than any varnished surface would encounter in his own personal bungalow experience.

And it is dramatic material for text and for illustration; it gives a new glow to a campaign that might easily become prosaic.

In February, 1922, an automo-

May 18

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Sir Echo Sylvia Leeds, herd sire, owned by A. G. Russell & Sons, 4 miles north of Janesville.

Making Rock County First

Rock County, Wisconsin, of which Janesville is the County Seat, is rapidly coming to be one of the foremost Pure-Bred Cattle Counties in Wisconsin. In this growth, The Janesville Gazette is playing a leading part.

The Gazette is one of the very few newspapers in the United States publishing a daily Farm Feature Department devoted specifically to the needs of the farmer and stock breeder.

This Department, conducted by Lewis C. French, farm expert of The Gazette staff, has the approval and support of the officials and members of the Rock County Farm Bureau, without exception.

Mr. W. D. James, prominent manufacturer and proprietor of the James Farms, Ft. Atkinson, Wis., writes: "I have been reading with a great deal of interest your paper for some time past and have been watching your Farm Department in particular. I am of the opinion that you are developing a splendid Department and it will become very valuable to the farmers.

In commenting in general on your paper, I want to say that it is being looked for daily. At first I rather questioned the taking on of this paper. I enjoy reading it more than I do the other papers that come to my home."

This Department has developed unusual reader interest, as may be noted from the quotation from Mr. James' letter. It is because of this reader interest that The Gazette is such a valuable advertising medium. In addition to the complete circulation this Department has built up among the farmers in this community, The Gazette is delivered daily in twenty-two cities and towns surrounding Janesville by carrier the day it is published.

You can afford to consider the Janesville market in your selling plans. Business is good here. Money is plentifully in evidence. Our Merchandising Department will assist you in laying the groundwork for a successful and profitable campaign.

THE JANESVILLE DAILY GAZETTE.

H. H. BLISS, Publisher

THOS. G. MURPHY, Adv. Mgr.

"An Unusual Newspaper"—Member of Wisconsin Daily League

M. C. WATSON, Eastern Rep.,
286 Fifth Ave., New York City

THE ALLEN-KLAPP CO., Western Rep.,
1336 Peoples Gas Bldg., Chicago

Come to Milwaukee



June 11th to 15th 1922

You cover



7 towns and 2 cities

in Hudson County, N. J.
with
the Big Home Paper of
Hudson County, the
Hudson Observer

The Hudson Observer is the largest newspaper
covering Jersey City, Hoboken and Seven
Towns in Hudson County, New Jersey

Guaranteed daily paid circulation over 41,000

Offices: HOBOKEN - JERSEY CITY - UNION HILL

CHICAGO: Gilman, Nicoll & Ruthman

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bile was equipped with a certain patented bumper, and driven straight at a stone wall—at a considerable rate of speed, too. Nearby stood a photographer, with his camera ready.

An advertising department had determined to secure a new and super-proof of the claims of the manufacturer that this bumper was of superior workmanship and mechanical perfection.

The camera studies became advertising illustrations for a vivid page. The text could say, in all truth:

"A real wall of massive masonry, unyielding and built to last for ages. A heavy car plunged into it, head on—bounded back, unharmed! This actual and supreme test was made before a camera on the date specified, before witnesses.

"The parallel contact bars of the Weed Spring-Bar Bumper took the onslaught, cushioning the shock pound by pound as they were pressed into the ample rebound space—the 'deep chest'—until the last ounce of energy was absorbed. Then the powerful, resilient steel bars asserted their strength and the unhurt car recoiled from the wall, without discomfort to the occupant."

The camera, incidentally, made a strip of what constituted motion-picture scenes of the different stages of the action. It was a decidedly different and exceptionally convincing type of picture.

In every product there is some master-proof of efficiency, of flavor, of quality, of service rendered. Finding such facts produces the more modern brand of consumer advertising; the kind that sells because it convinces, beyond quibble or doubt.

Kissel Kar Account with Albee Corporation

The Kissel Motor Car Company, Hartford, Wis., manufacturer of the Kissel Kar, has placed its advertising account with the Albee Corporation, Detroit advertising agency. The Albee Corporation is already placing copy and, in addition to using a large amount of direct-mail matter, plans a national newspaper and magazine campaign.

Getting the Buyer's Interest in 30 Seconds

(Continued from page 6)

written more insurance with this one policy than any other man in his office has booked on all forms of policies. When I asked him how he did it, this is what he told me:

"At age 65, you know, the great majority of men are dependent on others for support or else are struggling out a meagre, hard existence. To me this was a vivid, striking fact, but I did not seem to be able to make it vivid to my prospects. To them poverty at 65 was far away, an academic possibility, little related to their lives.

"Then one day I happened to drive by the country poorhouse and saw those pitiful old men and women drearily sunning themselves. That gave me an idea.

"The next day I went back well laden with dollar bills, all kinds of tobacco and a professional photographer. To get to the point, I secured from twenty old men their photographs and their brief life stories. I had the photographs enlarged, the sitters' histories typed and pasted on mats just beneath the pictures.

"Now I always carry these photographs with me. When I want to talk 65-year endowment to a prospect I say as little as possible at the start. I simply hand him the bunch of photographs. They're alarming, I assure you, and almost guarantee eager attention to everything I say later."

SPOTTING THE BUYER'S STRONGEST EMOTION

A substantial New York business man got his start, and a mighty successful start it was, in the instalment book business. He specialized on children's books.

When I lunched with him a few days ago I asked him to tell me the secret of his early success as a book salesman. This is what he told me:

"In selling books, at least, everything depends on the opening. If you don't get attention

Michigan Facts:

There are nearly a million dairy cows in MICHIGAN.

MICHIGAN advertising pays.

MICHIGAN'S best small city newspapers are united in the Michigan League of Home Dailies.

MICHIGAN wants your business.

H. EDMUND SCHEERER

National Advertising Representative

Marquette Bldg., Chicago

New York Office: 30 East 42nd Street

R. R. MULLIGAN

in Indianapolis



But —

in New Orleans
it's the
Item

quickly you won't get it at all. So in my book-selling days I used to employ various methods to find out about a woman's children—how many she had, what their names were, and, if possible, a little personal something about each of them. I was working small towns, so I found these bits of family history rather easy to pick up. Sometimes I would see school teachers, sometimes postmasters, sometimes grocers and butchers.

"So when Mrs. Smith answered the door I was able to say, 'I called, Mrs. Smith, to see about a matter connected with your son John and your daughter Mabel. May I come in and talk it over with you?'"

That worked—almost always. Women wanted to hear more.

One salesman of a nationally advertised farm-lighting plant has learned to make human curiosity his ally. He found that farmers were seldom in the house, but that their wives were. He found, too, that the wife was just as much a buyer of a farm lighting system as was the husband.

His sales method works like this:

Mrs. Jones, for example, answers the door. Our salesman says, "I called to see Mr. Jones, is he in?" He seldom is. The salesman then says, "Well, that's too bad, because what I have to discuss is so important."

Almost invariably Mrs. Jones ventures, "What did you want to see my husband about?" After a period of some reluctance, during which Mrs. Jones's curiosity is rising and rising, this salesman drops a hint or two and then gradually drifts into the alluring picture of electrically lighted farm life.

More often than not the wife sends to the fields for her husband; suggests that the salesman come back or even asks him to stay over meal time in order to see the head of the house.

THE QUIET VOICE—THE ATTENTIVE EAR

An acquaintance, now a bond salesman, was formerly an actor.

PERSONALITY: *The sum of the qualities peculiar to a person or thing, distinguishing it from other persons or things.*



Influence

TO the American woman, Good Housekeeping is a living personality. Through and through its pages runs a quality so different from that of other magazines, as to defy analysis. It is a quality that finds adequate definition only in terms of the things it accomplishes.

There is the National Shopping Service, for instance. With practically no assistance from the trade at the start, this department decided to help women in all parts of the country to buy trade-marked clothing, thus insuring for them the certainty of the better quality and better styles to which they were entitled.

Running counter to existing practices, it did not aim to divert mail orders to its shoppers on Fifth Avenue, but to project, instead, the force of its own influence all the way out to Main Street. True as the compass-needle seeks the north, came the response of American women to Good Housekeeping's statement of their real demand. Today, through Good Housekeeping's effort in this direction, more and more manufacturers are trade-marking their clothing lines for national distribution.

Good Housekeeping's peculiar ability to enlist co-operation and promote action, rather than mere discussion, on the part of the American women is a recognized force; it is the influence of a personality unique in publishing.

GOOD HOUSEKEEPING

119 West Fortieth Street, New York

INFLUENCE: *Is the inevitable result of personality.*



There is
One Big Reason
for the *Economy* of
Donnelley 100%
Trade Lists

WE take it for granted that you know the economy of using the best mailing list your money will buy.

How, then, can you know that the best list is a Donnelley 100% list?

The one big reason for Donnelley Trade List efficiency is in the fact that every list is proof-read against our complete telephone directory library.

Only skilled telephone directory compilers can do this satisfactorily.

The reasons for this and many other interesting, usable facts are given in our booklet, "The New Standards in List Compilation." Send for it.

The Mailing Service Department of
The Reuben H. Donnelley Corporation

326 EAST TWENTY-FIRST STREET • CHICAGO • ILLINOIS

I have often noticed that in opening a conversation, business or otherwise, he talks in quite a low tone. While one does not have to strain to hear him, one must give undivided attention. This personal idiosyncrasy of my friend aroused my curiosity to the point where I made bold to question him about it.

"Oh," he said, "that's a regular trick of the stage, which, by the way, seems to work in my selling, for I find that people always listen attentively to what I say."

"You see, when the curtain rises the audience is still buzzing. The actor's first job is to subdue that hum of conversation. So he deliberately takes a quiet pitch. If the audience is to hear the stage talk it must stop its own talk."



"Of course, there is an art in knowing just what tone to take. If you speak in too low tones your audience is irritated. If you speak even a little too loudly they refuse to quiet down."

Well, I could give you ten or

fifteen more such incidents which came to the surface when we began to inquire about sales openings. We might tell you in detail of the salesman who aroused curiosity by pinning to his calling card current advertisements in which he had blue penciled especially interesting paragraphs; or of another traveler who used advertising proofs as advance cards and thus aroused an interest in advance of his interview. But this is enough, I believe, to agitate the subject in all of our minds. That, too, is about all we can hope to do. It is certainly up to all of us to give our own ingenuity a little daily exercise. In this case everybody must prescribe for his own case.

But there are, nevertheless, certain ways in which we can stimulate our own imaginations, can make our minds more often come to grips with this problem of being interesting *early* in our talk.

We think of the following ways to educate ourselves in securing quick interest:


Prices
are being
scrutinized
as never before
—they must be right.


That very thing, we
believe, is one reason why
our volume of new work shows
a steady and gratifying increase.

Day and Night Service. Phone FitzRoy 2926

P. J. FERRUSI • N. A. KWEIT

ADVERTISING AGENCIES' SERVICE
COMPANY • • • Typographers

209-219 WEST 38th STREET, NEW YORK CITY

The New Zealand Market

And How to Secure It

Some advertising campaigns in New Zealand for American products have failed to produce results. The list of media wasn't right—the methods used were not those which would bring the best results. The campaigns were placed and handled by agencies who knew New Zealand only through a newspaper Directory—who didn't know the people or their papers—couldn't tell you why Auckland Province was a good field for a mail order proposition—why Nelson is a good field for sprayers. For maximum results in New Zealand entrust your advertising campaign to an agency that knows the territory, and the best methods of appeal. For 30 years we've handled many of the largest and most successful campaigns—general and retail—all over the Dominion. A few of many well-known products for which advertising campaigns have been entrusted to us by the manufacturers, or by their local representatives, are—

Old Dutch Cleanser, Warner's Corsets, AutoStrop Razors, Sherwin-Williams Paints, Nyal's Preparations, Blue Jay Corn Plasters, Malthoid Roofing, Hupmobile Cars, Maxwell Cars, Latley Lighting System.

We will gladly give the facts to those really interested. Ask R. G. Dun & Co., regarding our standing.

Our Managing Director, Mr. J. M. A. Ilott, will be at the Blackstone Hotel, Chicago, from May 10th to 14th, and at the Biltmore Hotel, New York, from May 15th to 25th. Letters addressed to him there, or care "Printers' Ink," New York, will receive immediate attention.

J. ILOTT, LTD.

ADVERTISING AGENTS

84 and 86 Jervois Quay
2, 4, 6 and 8 Harris Street
WELLINGTON, N. Z.

Fully equipped Branch offices at Auckland, Christchurch and Dunedin, N. Z.

1. *Observe Short Stories*—A novelist can legitimately take forty or fifty pages to get under way. We don't expect to be carried off our feet in the first few chapters. A novel is *deliberately* read. But the short-story writer must grip us quickly if he is to grip us at all. He is skilful in getting the interest up in the front of his story. Observance of his methods can make us skilful in getting the interest up in the front of our talks.

2. *Observe the Barker at the Circus*—A successful barker has to sell his crowd and sell them quickly. Long bally-hoos make short box-office receipts. Good barkers get interesting quickly. Watch one some time.

3. *Observe Movie Comedies*—For fast action with the interest in the first 100 feet of film, watch a movie comedy. The comedy, you know, comes right after the feature—right after the audience has run the emotional gamut. The comedy must snatch interest quickly.

4. *Watch the Auctioneer*—Fast workers—auctioneers. They must interest their buyers *anew* on an average of once in every two minutes. Good auctioneers get interest in the first sentence.

5. *Read Advertisements*—Think of the job that faces an advertisement. It competes with a crowd of rivals. It has none of the advantages of a living thing. It can get attention for only a very short time. A salesman is good if he gets eager attention in the first *thirty* seconds. An ad may be poor if it doesn't get attention the *first* second.

6. *Notice the Public Speaker*—The successful public speaker has a much harder task than most salesmen selling to individuals. The salesman need interest only one. The speaker must interest hundreds. And experienced speakers say that nothing is more fickle than the attention of an audience. Again and again and again the speaker must shock his audience, soothe his audience, surprise his audience, excite his audience, inspire his audience. The speaker must get interest in his first para-

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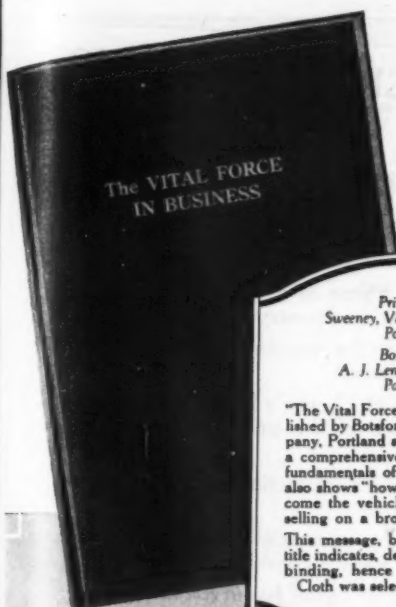
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*Another
booklet
bound in
INTERLAKEN*

Printed by
Sweeney, Varney & Straub
Portland
Bound by
A. J. Lenon Company
Portland

"The Vital Force in Business"—pub-
lished by Botsford-Constantine Com-
pany, Portland and Seattle, contains
a comprehensive discussion on the
fundamentals of modern selling. It
also shows "how advertising has be-
come the vehicle which facilitates
selling on a broad scale."

This message, being as vital as the
title indicates, deserved a permanent
binding, hence INTERLAKEN Book
Cloth was selected for its covers.



LOTH-BOUND booklets' not only create
favorable FIRST impressions, but they make
the impressions LAST. That is another
reason why Interlaken Book Cloth is being
used more and more for the binding of worth-while
advertising messages.

Write today for a copy of "Getting Your Booklet Across"
—a booklet, bound in cloth, showing MANY of the ad-
vantages that result from using Interlaken Book Cloth for
booklet covers.

INTERLAKEN MILLS,

Providence, R. I.

Interlaken
Book Cloth *The standard since 1883*

ROCHESTER TIMES-UNION

AND ADVERTISER

ESTABLISHED 1827
PUBLISHED WEEKLY
BY THE TIMES-UNION COMPANY

ROCHESTER, N. Y., WEDNESDAY EVENING, NOVEMBER 16, 1921.

THREE CENTS

The Home Paper of Rochester

The home is the center of all family activities.

The percentage of home owners in Rochester ranks among the highest in the country.

Rochesterians enjoy the reputation of being home owners and home lovers.

The Times-Union is Rochester's home paper. It is the overwhelming choice of the people—who buy your goods.

The Times-Union reaches practically every worth-while family in Rochester.

The Times-Union has more daily city circulation than all other Rochester papers combined.

The Times-Union is your logical buy in Rochester.

Circulation 64,388 (A. B. C.)

Our Merchandising Department is equipped to prepare intelligent and authentic surveys of any phase of the profitable Rochester market.

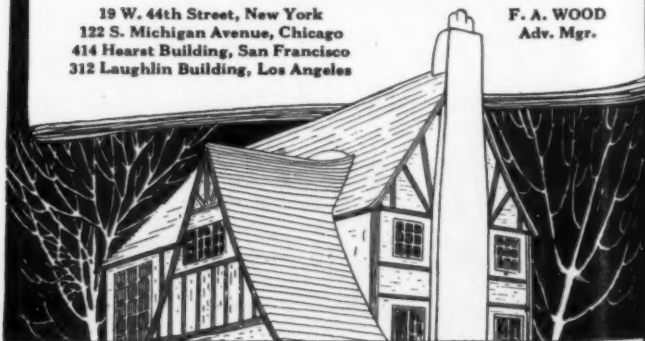
Rochester Times-Union

First in Its Field

J. P. McKINNEY & SON, Representative

19 W. 44th Street, New York
122 S. Michigan Avenue, Chicago
414 Hearst Building, San Francisco
312 Laughlin Building, Los Angeles

F. A. WOOD
Adv. Mgr.



graph and spice in every following paragraph.

So hear some good public speakers. We almost said, give them eager attention. But that's not necessary. The good ones will command it.

Here's to our quick development into a group of salesmen whose talk is interesting from the drop of the hat.

Readers, we believe, will be glad to know that the above bulletin actually got salesmen so interested in its subject that the majority of the men wrote in telling of specific sales openings which they had developed as a result of having their minds stirred up on the question.

G. Q. Porter Makes Connecticut Change

G. Q. Porter, vice-president and treasurer of the Domestic Vacuum Cleaner Co. and manager of the Vacuum Cleaner Division of the Torrington Co., Torrington, Conn., has resigned and is now manager of "Universal" vacuum cleaner sales for Landers, Frary & Clark, New Britain, Conn.

Indiana and Texas Papers Represented by Knill-Burke, Inc.

The *Post and Tribune*, Gary, Ind., and the *Record-News*, Wichita Falls, Tex., have appointed Knill-Burke, Inc., publishers' representatives, New York and Chicago, as their representatives, effective June 1, 1922.

Gude's Pepto-Mangan with Charles C. Green

M. J. Breitenbach & Company, New York, Gude's Pepto-Mangan, have placed their account with the Charles C. Green Advertising Agency, New York.

Philip Ritter Co. Elects New Officers

The Philip Ritter Co., Inc., New York advertising agency, has elected William H. Clark and George O. Pritchard vice-presidents.

With Boston Newspaper Representatives

William G. Kilner, formerly with the *Brockton, Mass., Times*, has joined the Boston office of The Julius Mathews Special Agency.

T. W. Harris has become business manager of the *California Pictorial*, published at Berkeley, Cal.

Advertising Is Contagious

ADVERTISING is always suggestive—it is also contagious. It inspires the dealer to advertise the fact he is carrying your wares in his desire to get the greatest amount of trade in his field, thus you secure the co-operation you so much desire — ask your agency.

Boston Globe
Baltimore Sun
New York Times
Minneapolis Tribune
San Francisco Bulletin
St. Louis Globe-Democrat
Philadelphia Public Ledger
Des Moines Register and Tribune

Information regarding these trade centers and trade conditions will be gladly furnished by the advertising departments of these papers.

GUY S. OSBORN

Incorporated

CHICAGO

1302 Tribune Bldg.

DETROIT

ST. LOUIS

701 Ford Bldg. 401 Globe-Democrat Bldg.

Programme for Convention of Associated Advertising Clubs

Details of Milwaukee Gathering from June 11 to 15

WITH the exception of a few details in connection with departmental meetings the programme for the eighteenth annual convention of the Associated Advertising Clubs of the World, to be held in Milwaukee from June 11 to 15, is complete. The topics which will be discussed and the speakers, both at the general sessions and at the departmental meetings, are given below.

The general trend of the convention this year is toward a "brass-tack" gathering to demonstrate "the part that advertising must play in changed business conditions." To make this trend more marked than ever, more time has been devoted to departmental meetings and discussions, according to Homer J. Buckley, chairman of the national programme committee. "It is especially important this year," the committee says, "that business men have opportunity to bring their own problems into group meetings for a close-up study. A greater vision, a mightier effort and higher ideal in the matter of merchandising values—these are the ideas that will dominate the convention."

In connection with the convention and as a distinct part of it will be the first national industrial advertising conference. Sydney Anderson, Congressman from Minnesota, and F. M. Feiker, formerly assistant to the Secretary of Commerce are among the speakers at the meetings of this conference.

The convention opens Sunday afternoon with an inspirational meeting, presided over by General Otto H. Falk of the Allis-Chalmers Manufacturing Company, Milwaukee. Sir Charles F. Higham, Member of Parliament, London, and Charles Aubrey Eaton, president of the American Educational Association, will be the speakers at this meeting. On Sunday morning and evening advertising men will

speak from the pulpits of twelve Milwaukee churches. The detailed programme follows:

SUNDAY, JUNE 11

Band concert, 3:00 to 3:30. Temporary chairman, Gen. Otto H. Falk. Invocation, The Rev. Charles Beele. Community singing. Address of welcome, Hon. Daniel Hoan, Mayor of Milwaukee. Response, Charles H. Mackintosh, president Associated Advertising Clubs of the World. Community singing. Address, Sir Charles F. Higham, Member of Parliament, London, England. Community singing. Address, Dr. Chas. Aubrey Eaton, American Educational Association. Community singing, "America." Band music.

MONDAY MORNING

General Sessions: Charles Henry Mackintosh, president Associated Advertising Clubs of the World, presiding. Announcements by Homer J. Buckley, chairman National Programme Committee. "The Spirit of the Convention," Charles Henry Mackintosh. "The True Position of Advertising in Marketing American Manufactured Products," W. M. Jardine, president Kansas State Agricultural College. "Advertising—the Stabilizer in the Present Trend of Business," Howard W. Harrington, Moline Plow Company. "Industry and the Public," James A. Emery, National Manufacturers' Association. "International Phases of Advertising—How They Are Affected by Changing Conditions," L. J. Cuniff, H. K. McCann Company.

MONDAY NOON

National Commission meeting.

MONDAY EVENING

A Trip through Ad Land, a pantomimic pageant. Animated Trade-Mark Review. Mystery Dance.

TUESDAY EVENING

Official dinner to club presidents. Vaudeville de luxe. Music, dancing.

WEDNESDAY MORNING

General Session

President Mackintosh presiding. "The Importance of Co-ordinating the Various Mediums of Advertising—(a) the National Campaign, (b) the Sustaining Effort, (c) the Intensive Follow-up, (d) the Checking of Returns and Circulation Audits," O. C. Harn, National Lead Co. "Clearing the Decks," Anderson Pace, advertising manager Tin Decorating Company. "Competition as a Stimulus to Business," W. S. Ashby, advertising manager Western Clock Co. "How Do You Find Business—by Going After It," Edward F. Jordan, Jordan Automobile Co. "The

When you call the roll

what firm's name invariably heads the list as being First in Direct Mail Advertising? Isn't it Buckley, Dement & Co., Chicago?

And the reason is clear. It is because in addition to always putting the customer's interests first, our service men know how, from long experience in distribution merchandising and selling problems.

You will meet these men at the Milwaukee Convention

For 15 years this firm has led the way in Direct Mail. Today they operate with over 300 people in their own six-story building. The organization works only on Direct Mail Advertising—so can honestly claim to know something about its success and failures—what to do to get the first and avoid the last.

You know most of them—and what they have done and can do. So the visit will undoubtedly be mutually profitable. Here they are:—

HOMER BUCKLEY	SAM BILGER
MERRITT DEMENT	JAMES MILLER
FLINT McNAUGHTON	DAVID MELDRUM
JOHN CLAYTON	BOB HERZ
PAUL BRYANT	P. T. SHEAHAN

But to really appreciate the strides Direct Advertising has taken, every delegate should make it a point to visit our plant in Chicago on your homeward trip. It's only ten minutes ride from the Northwestern Depot.

Take a Madison Street car going west to Troop Street then three blocks south

BUCKLEY, DEMENT & Co.

First in Direct Mail Advertising

1300 Jackson Boulevard, Chicago

Telephone Monroe 6100

"Where rolls the Oregon"

A genius for combining wit and wisdom summarized his opinion of the West in this wise. "There never would have been a West," said he, "if nature had placed the Pacific slope where the Atlantic seaboard is."

And if you have ever seen the Pacific Northwest with its great rich valleys, heavy with fine fruits, its wheat fields, stretching from horizon to horizon, its immense forests, its cattle ranges, mines and fisheries—wealth immeasurable in the making—THEN YOU REALIZE EXACTLY WHAT THAT WITTY WISE MAN MEANT.

These are a few of the BASIC things that support a MILLION of us in the Oregon country—300,000 in PORTLAND ALONE. And thousands and thousands of people who like the country no less than we, are joining us constantly.

We are generous buyers—we offer you a splendid market for your products. And if you will simply get in touch with The Journal's Merchandising Bureau or its representatives—you can find out just which way is best for you to introduce US to YOUR products.

Write—today—for data.

National Representatives
BENJAMIN & KENTNOR
900 MAILERS BLDG., CHICAGO
225 FIFTH AVE., NEW YORK



Coast Representatives
M C MOGENSEN & CO
Examiner Bldg., San Francisco
Title Insurance Bldg., Los Angeles
Securities Bldg., Seattle



OREGON'S
Largest Afternoon Newspaper

DAILY AND SUNDAY

Oregon Journal

PORTLAND, OREGON

Truth in Advertising Movement—How It Is Affecting All Legitimate Advertising." Capt. John W. Corby, director Research and Sales Promotion, Cyclone Fence Co.

WEDNESDAY AFTERNOON
Interdepartment Session

W. Frank McClure, chairman National Advertising Commission, presiding.

WEDNESDAY EVENING
Advertising Exhibit Session

John H. Logeman, chairman National Exhibit Committee. Five-minute talk by special representative of each Department Exhibit: Community Advertising Association Exhibit, Charles F. Hathfield, president Community Advertising Department. Graphic Arts Association Exhibit, Noble T. Praigg, secretary Graphic Arts Association. Advertising Specialty Association Exhibit, E. J. Barklow, president Advertising Specialty Association. National Association of Employing Lithographers Exhibit, C. T. Fairbanks, vice-president Edwards & Deutsch. Outdoor Advertising Association Exhibit, Leonard Dreyfuss, United Advertising Corporation. Associated Business Papers, Inc. Exhibit, Jesse H. Neal, executive secretary Associated Business Papers. Directory and Reference Media Department Exhibit, Reuben H. Donnelly, chairman Directory and Media Department. Church Advertising Department Exhibit, Christian F. Reisner, D.D., president Church Advertising Department. Agricultural Publishers Association Exhibit, T. W. LeQuatte, *Successful Farming*, Des Moines. Financial Advertisers Association Exhibit, M. E. Holderness, secretary Financial Advertisers' Association. Poster Advertising Association Exhibit, J. H. Brinkmeyer, president Poster Advertising Association. Retail Dealers Association Exhibit, Vern C. Divine, president Standard Advertising Co., Chicago. Industrial Advertising Association, Keith J. Evans, advertising manager Jos. T. Ryerson & Sons.

Battle Royal—Review of Decorated and Illuminated Boats, fireworks display.

THURSDAY MORNING
Interdepartment Session

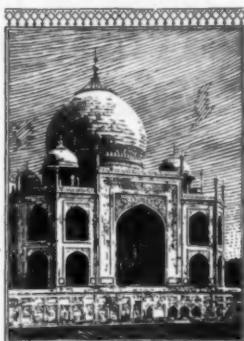
W. Frank McClure, chairman National Advertising Commission, presiding. The programme for this session will be announced in the Wednesday morning newspaper.

All departments will come together on Wednesday afternoon and Thursday morning in two grand sessions.

THURSDAY AFTERNOON
General Session

Reports of officers, reports of committees, adoption of resolutions, confirmation of selection of convention city, awarding of trophies, election of officers, final adjournment.

Dancing and open house at all Milwaukee clubs.



ENGRAVING

ONE OF THE FINE ARTS

Generally considered at once the finest individual tribute to woman, and the most perfect architectural gem—the Taj Mahal is a perpetual shrine to the lover of beauty. But one ugly thought mars its contemplation—the master engravers who wrought it were destroyed on its completion.

The printed word has replaced architecture as a means of expression. And the engraver who enriches the message, instead of terminating his usefulness after a supreme effort, builds greater usefulness from each new achievement.

For a third of a century Gatchel & Manning have shared in that development. They are in position to make useful things increasingly beautiful and beautiful work increasingly useful.

**GATCHEL &
MANNING, Inc.**
C. A. STINSON, PRESIDENT
PHOTO-ENGRAVERS
PHILADELPHIA

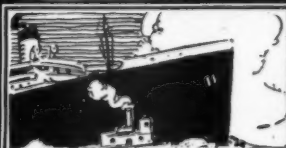
Available Soon

Sales Promotion Manager

Twelve years experience covering all angles of analyzing, planning and producing letters and printed things that get business by mail.

Connection desired is as sales promotion manager for manufacturer, or small account developer for advertising agency salary \$7500

Address H. R. Box 58
Care of "Printers' Ink"
185 Madison Avenue
New York City



STEAMSHIP ADVERTISING

The important thing is to make the other end of the voyage seem more interesting than this end. A good Advertising Agent can do this.

SIMS

PHILADELPHIA

THE JOHN CLARK
SIMS COMPANY, Ltd.
ADVERTISING AGENTS
1524 Walnut St., Philadelphia

ENTERTAINMENT FOR THE VISITING LADIES

MRS. JAMES H. HACKETT, *Chairman*

Monday, June 12: 10:00 A.M., reception. 12:00 Noon, Luncheon, Milwaukee Athletic Club. 2:00 to 5:00, Motor to nationally known industries. 5:00 P.M., tea, Milwaukee Art Institute.

Tuesday, June 13: 10:00 A.M., reception. 10:30, auto ride to Wisconsin's beautiful inland lake region within a radius of thirty miles of the city. 1:00 P.M., luncheon, Brumder Estate, Pine Lake, guests of Mrs. Geo. Brumder, Sr., and the Milwaukee Herald. 3:30, trip back to the city.

Wednesday: 1:00 P.M., reception March in body to grandstand at lakefront to witness Neptune Frolic and Motor Boat Regatta.

Thursday: Shopping at department stores.

DEPARTMENTAL SESSIONS

Each department will, at the close of its last session select the best and most helpful address to which it has listened and send it to the National Programme Committee. From these addresses the committee will construct the Inter-department Programme for Wednesday afternoon and Thursday morning. It is the aim of the committee to bring together at the two Interdepartmental Sessions the pick of the best thought of all departments.

The departmental programmes completed at the time of going to press follow:

AGRICULTURAL PUBLISHERS' ASSOCIATION

Monday Afternoon: Executive session to discuss departmental affairs. Presided over by B. Kirk Rankin, president.

Tuesday Afternoon: Open session. Presided over by T. W. LeQuatte, secretary. "The Home Life of the Farm Family," Hon. S. R. McKelvie, Governor of Nebraska. "The Relation of the Farm Paper Editor to Farm Practices," Hon. Henry C. Wallace, Secretary of Agriculture. "The Relation of Farm Financing to the Business Prosperity of the Country," Hon. Eugene Meyer, Jr., chairman War Finance Corporation. "The Force of Organized Farm Sentiment," Hon. Arthur Capper, Senator from Kansas. "The Relative Value of the Farm Market under Any Conditions," Hon. E. T. Meredith, former Secretary of Agriculture.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES

Tuesday Morning: "American Association of Advertising Agencies," James O'Shaughnessy, executive secretary American Association of Advertising Agencies, New York. "The Advertising Agency's Part in the History of Modern Marketing," Mac Martin, president, Mac Martin Advertising

VISITING

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RTISING

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The Beauty of Old Engravings The fine details of a Photograph

THESE results are reached by the use of *Art Mat*, the Tiffany of Coated Papers. Master printers are using it everywhere, because it makes it so easy to secure the most beautiful effects with half-tone cuts of even 133-screen. It lessens the cost of make-ready and gives a uniform impression throughout the run to both type and cuts. Banks, dry goods stores, automobile manufacturers, jewelers, real estate dealers, hotel and summer resort owners are using this unusual paper.

Let us send you "First impressions" which shows you the beautiful effect that may be obtained on *Art Mat*.



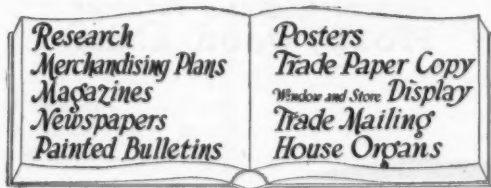
LOUIS DEJONGE & CO.

69-73 Duane Street New York City



W.S. HILL Company

Complete ADVERTISING Service



8 West 40th St
NEW YORK

Vandergrift Bldg
PITTSBURGH

Made where the Movies are made
The First Year!

Our first year has taught us that there are advertising as well as editorial advantages in being "made-where-the-movies-are-made"—in Southern California. Here is the one white spot on the business map of the country.

The Great Southwest

Our merchandising service is ready to help you to increased sales throughout this fertile territory. Strategic position enables us to offer you city and rural trade reports, window displays, analysis of community purchasing power and local representation. These services we can render you throughout our neighboring states.

Write to nearest representative for our booklet "THE FIRST YEAR" and ask to have our research department send to you regularly information about the Great Southwest.

Made where the Movies are made
SCREENLAND
 MYRON ZOBEL, *Publisher*
 Hollywood, Calif.

New York - 120 Fifth Ave.
 Chicago - Wrigley Bldg.
 San Francisco - Pacific Bldg.

Made where the Movies are made

May 18, 1922

PRINTERS' INK

193

Agency, Minneapolis. "Direct-Mail Advertising as an Adjunct to the Agency," Homer J. Buckley, Buckley, Dement & Company, Chicago.

Tuesday Afternoon: "Outdoor Advertising," R. L. Whitton, director of sales, Thomas Cusack Co., Chicago. "Advertising and the Banker," William T. Mullally, president, William T. Mullally, Inc., New York. "Business Paper Advertising," Charles G. Phillips, president, The Economist Group, New York.

DIRECT-MAIL ADVERTISING ASSOCIATION

Monday Afternoon: Joseph Meadon, presiding. "A Dummy Rehearsal," John H. Clayton, Buckley, Dement & Co., Chicago, Ill. Questions from the floor. "The Place of Direct-Mail Advertising in the Sales Programme," W. J. Hencke, advertising manager, Rothschild Bros. Hat Co., St. Louis, Mo. Questions from the floor. "The Importance of Research in Planning a Direct-Mail Campaign," R. O. Eastman, R. O. Eastman, Inc., Cleveland, Ohio. Questions from the floor.

Tuesday Morning: John Howie Wright, presiding. "How Two-Cent Salesmen Win Million-Dollar Markets," Capt. John W. Gorby, director of research, Cyclone Fence Company, Waukegan, Ill. Questions from the floor. "Analyzing Prospects Direct by Mail," William Judson Kibby, Irving National Bank, New York, N. Y. Questions from the floor. "Retail Sales People and Point of Sale," Charles S. Wiggins, Wiggins Systems, Ltd., Coca Cola Building, Winnipeg, Man. Questions from the floor.

Tuesday Afternoon: Louis Balsam, presiding. "Men vs. Rules," Charles R. Wiers, De Long Hook & Eye Co., Philadelphia, Pa. Questions from the floor. "Some Practical Aspects of Successful Direct-Mail Advertising," Fred Y. Presely, Harvard Economics Bureau, Harvard University, Cambridge, Mass. Questions from the floor. "Co-ordinated Localized Selling Dealer to Consumer," H. E. Erickson, Thomas Cusack Co., Chicago, Ill. Questions from the floor. "The Postage Stamp as a Junior Salesman," Stanly Twist, advertising manager, Ditto, Chicago, Ill. Questions from the floor.

NATIONAL INDUSTRIAL ADVERTISING CONFERENCE

Chairman of the Conference, Keith J. Evans, Engineering Advertisers' Association, Chicago. Joseph T. Ryerson & Sons, Associate chairman, W. A. Wolff, Technical Publicity Association, New York, Western Electric Co.

Monday Afternoon: "What the U. S. Department of Commerce Is Doing to Aid Inter-Industrial Marketing," F. M. Eiker, formerly assistant to the Secretary of Commerce, Herbert Hoover, Washington, D. C. "Cutting the Cost of Distribution, or Marketing and Its Relation to Industrial Development," by Sydney Anderson, Congressman from Minnesota, Washington, D. C. "Advertising in Its Relations to the Four Points of Contact in Industry," by Bennett Chapple, Director of Publicity, American Rolling Mills, Middletown, Ohio. Discussion.



INTERNATIONAL GROCER

28,000

circulation for the Grocers'
Convention June number
of the INTERNATIONAL
GROCER.

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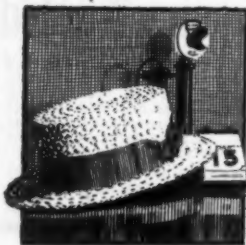
Closing date June 2nd in
Chicago.

...

Page rate: \$125.

International Grocer
Century Bldg., Chicago

Eastern Rep.: WALKER & HOLTJE
5 Columbus Circle, New York



SPECIALIZED ILLUSTRATIONS

We produce but
one thing; we do
that well—illus-
trations for ad-
vertising that
sell merchandise.

*This cut was taken from
our Men's Wear Service
"newspaper advertising."*

COLUMBIA STUDIOS

ADVERTISING ILLUSTRATORS
LOEW BUILDING & WASHINGTON, D.C.

Assistant Sales Manager

Want young man
of unusual ability,
under 35 years of age.

Large organization,
excellent opportunity
for advancement.

ADDRESS "M. E."

Box 59, Care Printers' Ink

Partner or Agency Wanted

I'll pay cash for recognized agency or controlling interest and retain principals; or sell interest in a new agency to man who controls business and can invest \$5000 or more. I have several accounts and long experience.

Address "C. G.," Box 60, care of Printers' Ink, 185 Madison Ave., New York City.

Binders for Printers' Ink

\$1.00 Each, Postpaid

PRINTERS' INK binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

Made of heavy book board, insuring durability. Covered with Interlaken book cloth; lettered in gold.

PRINTERS' INK PUBLISHING CO.
185 Madison Avenue - - New York

In connection with the Industrial Advertising Conference there will be an exhibit of advertising showing effective methods of mass-selling to inter-industrial markets. The exhibit, which will be in the room where the Conference is held, will be prepared by members of the Engineering Advertisers' Association and the Technical Publicity Association.

Tuesday Morning: "Selling the Professional Man in Industry," by O. C. Harn, advertising manager, National Lead Co., New York. "Expanding Markets for Raw Materials," by H. Colin Campbell, manager of publicity bureau, Portland Cement Association, Chicago. "Putting Ideas into Industrial Advertising," by Morris W. Lee, vice-president of Frank D. Chase, Inc., Chicago. Discussion.

Tuesday Afternoon: Round Table discussion of advertising in its relation to inter-industrial marketing. General subject, "How to Do It." Specific subjects which have been suggested for discussion: Problems of the Industrial Advertising Manager; The Appropriation, Organizing the Department, Building the Plan, etc. Effective Use of Mass-Selling Media; Industrial Publications, Popular Magazines, Catalogues, Direct Mail, House-Organ, Newspapers, Motion Pictures, Billboards, etc. Best Methods of Checking Results. Opportunity for the Advertising Agency in the Industrial Field. Building Foreign Markets for Industrial Products. Business session.

NATIONAL ASSOCIATION OF THEATRE PROGRAMME ADVERTISERS

Tuesday Afternoon: This meeting is for discussion of reorganization plans.

NATIONAL ASSOCIATION OF NEWSPAPER EXECUTIVES

Monday Morning: Joint session with agency men not members of the A. A. A. A. Frank T. Carroll of Indianapolis *News*, chairman.

Monday Afternoon: Joint session of agency men members of the A. A. A. A. M. E. Foster, Houston *Chronicle*, chairman.

Tuesday Morning: Merchandising service division. B. L. Chapman, New York *World*, chairman.

Tuesday Afternoon: Local display advertising session. George M. Burbach, St. Louis *Post Dispatch*, chairman.

Wednesday Morning: Classified advertising session. L. J. Boughner, Chicago *Daily News*, chairman.

Wednesday Afternoon: Closing session, including election of officers. A. L. Shuman, president, N. A. N. E., chairman.

PAN-AMERICAN ASSOCIATION

Tuesday Morning: Vern Leroy Havens, director of *Ingenieria Internacional* presiding. W. A. Austin, foreign advertising manager of the Baldwin Locomotive Works, Philadelphia, will tell what his company has done toward the promotion of sales in Latin America, through the use of catalogues and other special literature. Dr. Julius Klein, director of foreign and domestic commerce, Washington, will describe some important Government research

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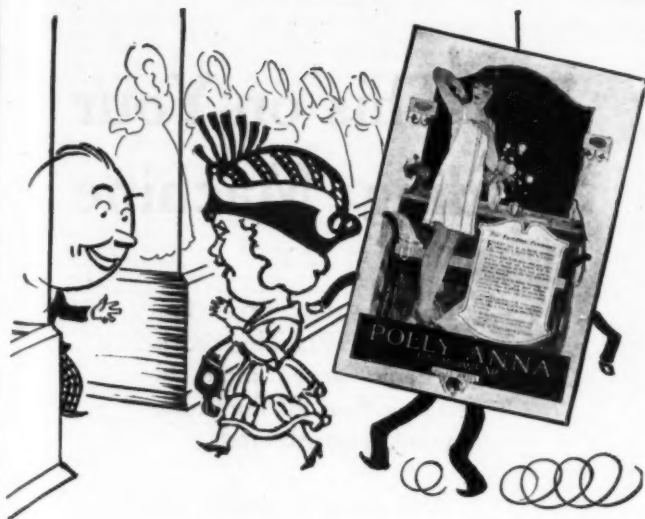
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It Brings 'Em In!

The sale is made in the store. All your publicity up to the point of sale is a liability, then it becomes an asset.

"Giant Ads"

enlarged reproductions of your magazine or newspaper advertisements, in your dealers' windows, are the psychological spark. They grab the ultimate consumer as she passes the place to buy. They instantly intensify the voltage of the impression your general publicity has built up. Desire is multiplied. The spark leaps the gap. The rest is up to your goods and the dealer's salesmanship.

We are specially equipped to produce "Giant Ads" in black and white or full color, in short or long runs, quickly, efficiently, economically.

Our service has been employed by leading advertisers and agencies who recognize the value of the spark at the point of sale. Write for our samples of "Giant Ads" and rate card.

We also reproduce and print facsimile sizes, enlargements or reductions of Letters, Forms, Maps, Charts, Engineering Drawings, Legal Exhibits, Code Books, Newspaper or Magazine Clippings, Price Lists, Catalogs, Photographs, Drawings, Paintings, or any kind of hand-drawn, printed or typewritten matter. Our specialized equipment for producing broad-sides and other large sheets is second to none. Write for our booklet.

NATIONAL PROCESS COMPANY, Inc.

117 East 24th Street, New York.

Pittsburgh Office: 703 Century Bldg.; Phone Smithfield 1482

Try This on Your Adding Machine

During the first four months of 1922 The Brooklyn Eagle carried more advertising than **all** the Brooklyn dailies combined

And showed sixteen per cent gain over last year. The highest of all the New York City papers

And this was on top of last year's record, which was the greatest in the eighty-one years of

The Brooklyn Eagle

OMARA & ORMSBEE
Representatives

work, designed to discover and chart crop seasons in various countries throughout the world. F. K. Rhines, export sales manager of the General Fireproofing Company, New York, and former president of the Expert Managers' Club, will also address the session.

COMMUNITY ADVERTISING DEPARTMENT

Monday Afternoon: Address by the president, Charles F. Hatfield, St. Louis. Report of secretary-treasurer, A. W. McKeand, Terre Haute, Ind. "Appropriations by Municipalities for Advertising." E. Buckner, secretary, Asheville, N. C., Chamber of Commerce. Discussion. "Dinner and Luncheon Clubs and Their Effect upon and Relation to Chambers of Commerce and Commercial Clubs, Etc." Don E. Mowry, president, Wisconsin Association of Commercial Secretaries and secretary of Madison Chamber of Commerce. Discussion. "Tourist and Auto Camps as a Community Asset and Advertising Medium." Harry N. Burhans, executive secretary, Denver Tourist and Publicity Bureau. Discussion. Presentation to Question Box and Round Table discussions (particularly as to best methods of community advertising with written suggestions as to best medium, newspapers, booklets, letters, etc.). Adjournment.

Tuesday Morning: "The Neosho or Golden Rule," Gurney Lowe. "Its Relation to the Railroad," J. M. Mallory, industrial agent, Central of Georgia Railway, Savannah, Ga.; Luther D. Fuller, chief agricultural agent, Erie R. R., Jamestown, N. Y.; W. H. Hill, industrial commissioner, New York Central Lines, Chicago; W. C. Byers, director, agricultural bureau, Pennsylvania State Chamber of Commerce, Harrisburg, Pa., and J. W. Pierce, Advertising Club, Clinton, Indiana. "The Neosho Plan in Dixie," Lee S. Trimble, secretary, Advertising Club, Carrollton, Ga.; G. G. Foskett, Clarksville, Tenn., Advertising Club, Willard F. Crandall, secretary, Advertising Club, West Branch, Mich.; L. E. Mitchell, president, Neosho (Mo.) Advertising Club; subject, "Rural Meetings Feature of Neosho Plan." Discussion.

Tuesday Noon: Luncheon. Charles F. Hatfield, chairman; William George Bruce, toastmaster, who will speak on "Community Development," past president, Wisconsin Manufacturers' Association. Address by Prof. B. H. Hibbard, Department of Economics, University of Wisconsin, Madison, Wis. Subject, "Inter-Relationship of Town and Country Life."

Tuesday Afternoon: Election of officers. "The Way to Meet Competition Is to Meet It; Do the Job Better; What St. Louis Has Done You Can Do." Edward T. Hall, president, Advertising Club, St. Louis. "Do Large Conventions Pay?" Frank Cleveland, secretary, Bureau of Conventions and Publicity, Milwaukee Association of Commerce. Discussion. "Trade Territory vs. National Community Advertising." Edgar Gongenbach, St. Louis Chamber of Commerce. Discussion. "Can We Standardize City Statistics So as to Make Comparison Accurate?"

M. A. Tancock, vice-president. Discussion. Opening of Question Box and discussions. Round Table.

CHURCH ADVERTISING DEPARTMENT

Monday Afternoon: "Authority from the Bible for Advertising Religion," Frank H. Burkhalter, publisher, director, Southern Baptist Denomination, Nashville, Tenn. "Why Should the Church Advertise?" (a) Rowe Stewart, business manager, Philadelphia Record, Philadelphia, Pa.; (b) Rev. C. W. MacKenzie. "When Should the Church Advertise?" Bishop Thomas Nicholson, M. E. Church, Chicago; "What Led Me to Advertise?" Rev. Robert Stansel, D.D. "My Experience in Church Advertising," Rev. W. L. Young. "A Denominational Church Advertising Programme," R. E. Diffendorfer. "The Problem of Publicity for Social Agencies," Elmer T. Clark. "Church News from the Editor's Standpoint," Duncan Clark, Chicago Evening Post.

Tuesday Morning: "The Newspaper's Attitude Toward the Church," A. G. Newmeyer, New Orleans Item. "What the Church Advertising Department Has Done for the Newspapers," Herbert H. Smith. "Why the Church Advertising Department?" Rev. Christian F. Reiser. "Securing Church Advertisements for Daily Papers," R. A. Turnquist, advertising manager, Milwaukee Journal; F. T. Carroll, advertising manager, Indianapolis News. "How Should the Church Advertise?" (a) Rev. W. E. Barton, D.D.; (b) Rev. Charles Van Dettum. "How to Build an Actual Advertising Programme for Your Church," W. N. Payless, Powers-House Co., Cleveland. "A Correspondence Course in Religious Publicity," Dr. Charles A. McAlpine.

Tuesday Afternoon: "The Best Mediums for Church Advertising," H. E. Eliot. "Should Churches Use Billboards," J. H. Brinkmeyer, president, Poster Advertising Association of America. "Direct-by-Mail Methods for Church Advertising," Robert E. Ramsay, Jas. F. Newcomb Co., New York. "Getting Results from Church Advertising," Rev. P. B. Hill, D.D. "How Advertising Helped Build a Bible Class," Merle Sidener, Sidener-Van Riper Co., Indianapolis. "Securing a Sunday-Night Audience," W. F. McCleure. "Lessons from the Church Advertising Exhibit," Rev. F. H. Case.

FINANCIAL ADVERTISERS' ASSOCIATION

Monday Afternoon: Outline of Scope of Discussion, chairman Programme Committee, A. D. Welton, publicity manager, Continental & Commercial Natl. Bank, Chicago, Ill. "Relation of Advertising to the Organization and to the New Business Department," W. W. Douglas, vice-president, Bank of Italy, San Francisco, Cal. "Institutional Advertising Considered in Relation to Its Influence on Departments," F. W. Ellsworth, vice-president, Hibernia Bank & Trust Company, New Orleans, La.

Forms of Advertising Considered in Relation to Each Other

1—Newspapers and Magazines, Edwin Bird Wilson, Edwin Bird Wilson,

I Advertise an Advertising Man

His advertising experience includes creative work in one of the largest advertising departments, and later, in one of the best known advertising agencies. He has a practical knowledge of the details incident to running the average advertising department. He has ideas and realizes that others have them, too. He is competent to plan and to listen to plans. His creative work is original, and he writes unusually well. He is loyal, ambitious and, I believe him to be, a clear-headed thinker. ¶ The young man I advertise is twenty-eight years old and married. He desires a position of permanence where ability will be recognized and rewarded. ¶ Perhaps he is capable of directing or improving your advertising. If he is not, he will have the courage to tell you so. If he is, give him the opportunity to sell himself and his interesting experience.

I am particularly interested in this advertisement, because I am the advertising man—at present misemployed.

Address "G. T. W.," Box 54, care of Printers' Ink.

Inc., New York, N. Y. 2—Booklets, Folders, Novelties, Direct by Mail, etc., Carlton K. Matson, vice-president, The Hanton Company, former publicity manager, The Cleveland Trust Co., Cleveland, Ohio. 3—Outdoor, Window Displays and Car Cards, Paul H. Hardesty, publicity manager, Union Trust Co., Chicago, Ill. 4—Direct Personal Solicitation, Fred M. Staker, manager publicity department, Commerce Trust Co., Kansas City, Mo.

Tuesday Morning: "What the Advertising Man Should Know," Benjamin Mills, director of sales, American Bond & Mortgage Co., Chicago, Ill. "General Trust Advertising—Educating the Public and the Capacity of the Public to Understand," H. M. Morgan, assistant vice-president, St. Louis Union Trust Co., St. Louis, Mo. "Copy, Form, Illustration," E. L. Colegrove, publicity department, Union Trust Co., Cleveland, Ohio. "Wills and Lawyers," Samuel Whitting, New Business Department, Continental & Commercial Trust & Savings Bank, Chicago, Ill. "Investment Value of Persistent Trust Advertising," Alfred C. Flather, assistant to president, American Security & Trust Co., Washington, D. C. "Incidents of the Reach and Influence of Trust Advertising," Clinton F. Berry, advertising manager, Union Trust Company, Detroit, Mich. Discussion. "What the Advertising Man Should Know," Herbert B. Mulford, Advertising Manager, Ames, Emerich & Company, Chicago. "Formal Notices of Security Issues—Syndicate Advertising—Form, Copy and Possible Improvement," H. G. Hodapp, manager of publicity, Wells-Dickey Company, Minneapolis, Minn. "Do Investment Bankers Owe the Public the Duty of Warning or Educating Against Fraud?" Roy C. Osgood, vice-president, First Trust & Savings Bank, Chicago, Ill. "Should a Savings Bank Have an Investment Department—Relations between Savings and Investment," A. P. Hammond, advertising manager, Second Ward Securities Co., Milwaukee, Wis. "Influence of Publishers on Investment Advertising—Financial Departments of Magazines and Their Relation to Advertising," Edgar G. Griswell, manager Investment Department, The Quality Group, New York, N. Y. "Advice of Financial Editors on Investments," Frank P. Bennett, Jr., editor *United States Investors*, Boston, Mass. Discussion.

Tuesday afternoon: "What the Advertising Man Should Know," F. W. Gehle, publicity manager, The Mechanics & Metals National Bank, New York, N. Y. "News Relations of Business Situations and Conditions to Advertising," Walter S. Greenough, assistant to president, Fletcher Savings & Trust Company, Indianapolis, Ind. "Service in Support of Advertising," Carl Golde, advertising manager, Merchants Loan & Trust Company, Chicago. "Good-Will Advertising and Nuisance Advertising," Guy W. Cooke, advertising manager, First National Bank, Chicago, Ill. "What Should Not Be Told," C. H. Handerson, publicity manager, Union Trust Company, Cleveland, Ohio. "Small Checking Ac-

Radio—

Electrical Supply Jobbers and Dealers Are the Logical Distributors

Radio is essentially an electrical proposition, popularized through the mystery of its performance and the simplicity of its installation.

Its component parts, which are necessarily electrical, have for years been part of the regular equipment of the up-to-date electrical jobber and dealer.

It is through the electrical supply jobber and dealer that Radio can be most economically distributed. The layman has for years been buying his electrical requirements from his local dealer and it is to this adviser in things electrical that he will go for his Radio set and maintenance supplies.

The ELECTRICAL RECORD was the first paper to recognize the needs of the jobber, dealer and contractor, and for 30 years it has supplied them with trade information that has been influential in their development.

It is the only paper wherein can be found a complete record of all manufacturers of Radio (complete sets and component parts). This information is revised monthly and is of vital importance at the present time.

No medium equals it in quality circulation—its readers buy by the gross and not by the unit.

Electrical Record

461 Eighth Ave.,

New York, N. Y.

CHICAGO OFFICE: 1742 Monadnock Block
CLEVELAND OFFICE: 516 Finance Building

The Gage List of Electrical Buyers (47,000 names) is invaluable for Direct Mail publicity. Supplemented by Monthly Bulletins. Cash guarantee of \$1.00 per name for names omitted. Rented only to ELECTRICAL RECORD advertisers.

Member of A B C

Member of A. B. P.

Advertising Men in all towns over five thousand

It isn't very often that a national magazine works out its circulation campaign in such a manner that you as an advertising man can benefit by it

In fact we don't know but what our plan has never seen its like
So sit up and take notice

MOTION PICTURE REVIEW is syndicated through your local motion picture theatre and we desire to appoint one advertising manager in every town to handle this extraordinarily high type local medium as a side issue

Tell us about yourself and we'll be happy to send you details

Any interested person stating the reason of his interest is welcome to a copy of our pamphlet *The Whole Story*

THE MACON PUBLISHING CORPORATION
345 Madison Avenue New York

counts—Their Value and Desirability," Walter Distelhorst, assistant manager Commercial Service Department, First Wisconsin National Bank, Milwaukee, Wis. Discussion.

ADVERTISING SPECIALTY ASSOCIATION

Monday Afternoon: "The Place of Advertising Specialties in National and Local Advertising Campaigns," Harry Tipper, *Automotive Industries*, New York. "Cloth Specialties as Used in Advertising," E. B. Danson, president, The Kemper-Thomas Company, Cincinnati. "Celluloid Specialties Used by Manufacturers—Also Dealer Helps," S. S. Hewitt, Chicago manager, The Whitehead & Hoag Co. "Art Calendars in Business," Philo D. Clark, president, The Kenyon Co., Des Moines, Iowa. "Advertising Specialties Made of Paper," Harry G. Huse, advertising manager, Brown & Bigelow, St. Paul, Minn. "Advertising Signs and Their Uses," Charles R. Frederickson, president, The American Art Works, Coshocton, Ohio. "The Value of Advertising Specialties in Connection with Other Mediums," R. R. Shuman, president, Shuman-Haws Advertising Co., Chicago. "Business Calendars—The Indoor Billboard," T. H. Gerlach, president, The Gerlach-Barklow Company, Joliet, Ill. "Leather Specialties for Banks, etc.," C. S. Sultz, president, Red Wing Advertising Co., Red Wing, Minn. "Metal Specialties Used in the Automobile, Hardware, Implement and Oil Industries," J. B. Short, general sales manager, The Whitehead & Hoag Company, Newark, N. J. "Thermometers as an Advertising Medium," Chas. C. Peterson, president, Advertising Novelty Co., Chicago. "Specialties Used by the International Shoe Company and How They Were Used," Bert Barnett, International Shoe Company, St. Louis, Mo.

NATIONAL ASSOCIATION OF LITHOGRAPHERS

Tuesday Morning: "Association Aims and Achievements," Earl H. Masey, president, National Association of Employing Lithographers. "Relation of the Lithographic Industry to the Advertising Profession," Maurice Saunders, managing director, National Association of Employing Lithographers. "The Tariff and How Importations Affect the Lithographic Industry," George Meyercord, president, The Meyercord Company, and past president, Illinois Manufacturers' Association. "Dealer Advertising and What the Lithographers Could Do to Help Increase Its Value," William Laughlin, advertising manager, Armour & Company, Chicago.

Tuesday Afternoon: "Poster Advertising and What the Lithographers Could Do to Help Increase Its Value," M. F. Reddington, vice-president, Foster Advertising Company, Inc. "How Market Analysis Increases the Value of Advertising," R. C. Eastman. "Direct By Mail Advertising," John H. Clayton, chairman, Direct Advertising Department, Chicago Association of Commerce, Buckley, Dement & Company, Chicago. "The Psychology of Color," Prof. W. D. Campbell, Depart-

FACTS!

As business men who promote the business of others we keep informed on all phases of finance, economics and markets.

Crisp business data tabulated for our own executives weekly may interest you.

If you desire these timely business facts, ask without obligation for an extra copy of "Executives Desk Index." Address



THRESHER SERVICE

ADVERTISING

136 Liberty St.

New York

Phone Rector 7880-1-2

Cable "Flallad"

EVEN NOW

It is not too early to consider *The Agricultural Fairs* and to go after the trade of that army of lively, energetic and resourceful men, who, as privilege men, concessionaires, pitchmen and itinerant merchants, monopolize the vending of all sorts of wares at these fall functions.

The Billboard

is their chosen, their preferred, their favorite and their sole organ. It has their confidence. They swear by it.

It reaches practically every fair follower in the United States and Canada every week, and these men who follow the fairs are already at work at the parks, piers, beaches and with the carnivals and circuses.

THE BILLBOARD PUB. CO.

Member A. B. C.

1403 Broadway
New York

35 S. Dearborn St.
Chicago

SEASONED

advertising and merchandising executive—now employed—with a background of over 14 years' successful work in the advertising field, seeks a new business association.

Qualifications: A thorough knowledge of marketing methods, both through the jobber and direct to the dealer—a planner of national campaigns, familiar with every phase of advertising and general publicity from designing the package for the product to retail selling—knowledge of export advertising—early experience as a seller of advertising and as reporter and copy editor on metropolitan newspapers—business training along the lines of real merchandising, something more than advertising in the sense of mere preparation of copy and selection of media.

Old enough to possess mature judgment—young enough to exert the "selling punch." Private school and university education, married, American descent, Anglo-Saxon race.

Co-operation: Unusually successful in obtaining the interest and good-will of the sales force and the co-operation of other department heads.

At present advertising manager of manufacturer investing \$200,000 a year on the average in national advertising—with this firm over six years.

Certain limitations of present position make it advisable to seek a new business association and a broader field. This man wants the opportunity to sell you his services. Address "C. D. E.," Box 52, Printers' Ink.



A UNIQUE CAMP

Cape Cod—Salt Water

We give your boy the good times you wish you had when you were young. We try to help him toward the ideals you would like to have now.

Limited to 20 fine boys
8 to 14 years

Write or call

DWIGHT C. ROGERS, Jr.
118 West 44th St., New York City
Bryant 3690

ment of Art, Board of Education, Columbus, Ohio.

NATIONAL ASSOCIATION OF TEACHERS OF ADVERTISING CONFERENCE

Tuesday Noon: Luncheon. (1) "A Chart Method of Teaching Media"; leader, E. M. Fisher, University of Wisconsin. (2) "Methods of Conducting a Course in Newspaper Advertising"; leader, Prof. M. W. Barnes, University of Chicago. (3) "The Collection of Cases for Teaching Advertising Campaigns." Report of Joint Committee of Western Council of American Association of Advertising Agencies and National Association of Advertising Teachers, Leaders, Mason Warren, Snitzler-Warner Co., Chicago; Prof. E. H. Gardner, University of Wisconsin.

STUDENT ADVERTISING ORGANIZATION CONFERENCE

Joe B. Hosmer, Conference Chairman.
Monday Afternoon: A Round Table discussion of "What Can Advertising Do for the University?" under the leadership of Ira W. Brown, president Student Body, University of Missouri. The discussion will be divided into the following sub-headings: (a) How can a student advertising club help in selling the university to the general public? (b) What is the relation of a student advertising club to student activities? (c) The function of student publications in the above. Election of officers.

VIGILANCE CONFERENCE

Monday Afternoon: Open to all interested in the details of organization and operation of the Truth-in-Advertising Movement.

Tuesday Morning and Tuesday Afternoon: Meeting of the National Better Business Commission, open to better business and commission managers and secretaries and to members of local bureaus and commissions.

WOMEN'S ADVERTISING CONFERENCE

Monday Afternoon: Luncheon at 12:30 in the garden of the Wisconsin Club, for all women members of the A. A. C. of W., "Welcome to Milwaukee," Miss Ethel B. Scully, vice-president, Women's Advertising Club of Milwaukee. Toastmistress, Mrs. Edna J. Dunlop, president, Women's Advertising Club of Milwaukee. Adjournment at 1:30 to conference room, Wisconsin Club. Opening remarks by Miss Mary H. Wheat, chairman, Women's Conference. "Advertising by Word of Mouth," Mrs. George Gelhorn, St. Louis. Reports of various women's advertising clubs, club presidents. Election of chairman for 1923. Election of vice-president representing women on the executive committee.

"American Exporter" Extends Representative's Territory

The *American Exporter* has extended the territory of Ralph C. Brandow, Central Western manager, to include Michigan and the Province of Ontario, Canada. Mr. Brandow's headquarters will be in Cleveland.

THE foundation of a sound-ly built advertising plan should be dependable, un-biased facts.

To get dependable facts you must employ an organization having adequate experience and facilities for market research service.

To get unbiased facts you should employ an organization that has nothing else to sell you besides its service

R. O. EASTMAN, INCORPORATED

An organization devoted to the development of effective selling plans and methods, based on competent study of the business and its market

7016 EUCLID AVENUE, CLEVELAND, OHIO



BERRIEN COMPANY

INCORPORATED

Advertising

Telephone : Murray Hill 7367
19 W. 44th St., New York

Unusual Publishing Opportunity

Is offered:

1. To a publisher who has a complete manufacturing and selling organization and wants an auxiliary publication with large popular appeal, or—
2. To a thoroughly experienced editor, business or advertising manager who wants to start in business for himself as owner of a well-known magazine of many years' standing.

This publication has a sound circulation. It will be a real money-maker under aggressive management. The founder and owner has no reason for selling except that he wants to retire from active business. Address "W. O.," Box 57, care P. I.

Woodbridge Heads New York Advertising Club

C. K. Woodbridge, sales manager The Dictaphone, was elected president of the New York Advertising Club to succeed Frank E. Fehlman at the annual meeting of the club on May 9.

George Ethridge, president of the George Ethridge Company, was re-elected vice-president. H. H. Charles, president of the Charles Advertising Service, Inc., was elected treasurer.

Oliver B. Merrill, of *The Youth's Companion*; Russell R. Whitman, publisher of the *New York Commercial*, and O. C. Harn, advertising manager of the National Lead Company, were elected directors.

Technical Publicity Association Elects President

The Technical Publicity Association of New York held its final meeting of the current season at the Machinery Club on May 12. A. O. Backert, vice-president and manager of the Penton Publishing Company, Cleveland, and Martinus Anderson, of the Hiller Studios, New York, were speakers. Phillip C. Gunion, advertising manager of the Hyatt Roller Bearing Company, recently elected president of the association, was installed in office by W. A. Wolf, of the Western Electric Company, retiring president.

New York "Times" Advances Ardell

Herbert S. Ardell has been appointed assistant advertising manager of the *New York Times*, where for a number of years he was manager of the financial advertising department. Previously he was with the *Brooklyn Eagle*.

Frank B. Griswold succeeds Mr. Ardell as manager of the financial advertising department.

Colonel H. H. Walker, formerly assistant advertising manager, will be associated with Mr. Griswold in the financial advertising department.

American International Publishers, Inc., Elect Officers

The American International Publishers, Inc., New York, have elected the following: Walter A. Johnson, formerly treasurer and acting manager, first vice-president; Marshall Crane, of the Crane Paper Company, Dalton, Mass., vice-president; George M. Rommel, editor, is now general manager and treasurer; William du Pont, Wilmington; Mitchell Harrison, Philadelphia, and Frederick R. Jones, advertising manager, new members of the board of directors.

Establish St. Louis Office

Cone, Hunton & Woodman, Inc., newspaper representatives, have opened an office in St. Louis under the management of Oliver L. Marks.

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FIRST CONFERENCE

on

Industrial Advertising

MILWAUKEE: June 11 to 15

For the first time in the history of advertising Engineering, Technical and Industrial advertisers will get together at Milwaukee to discuss and attempt to solve the many problems peculiar to their especial field. The conference is to be held in conjunction with the annual convention of the Associated Advertising Clubs of the World.

Time: The Industrial Conference will be held Monday afternoon, June 12, and all day Tuesday, June 13.

The Place: Meetings will be held at the Municipal Auditorium in a hall especially devoted to the Industrial Conference. The setting is ideal for a splendid meeting as the conference is to be held in connection with the annual convention of the Associated Advertising Clubs of the World.

Who Will Be There: Almost all of the leading engineering and industrial concerns of the nation will be represented. The leaders in their respective fields have already made reservations. You should be there because your competitors will certainly be represented.

Sponsored by Buyers of Advertising

Advertising and Sales Managers of the largest buyers of advertising in the Industrial Field will be present to explain how they weigh advertising values; how they select media; how they layout and apportion campaigns; secure advertising material; and prepare copy. In short, Industrial Advertising in all its phases will be discussed from every angle.

Send for Complete Program

The complete program is now available for distribution. Send for your copy and make application for hotel reservations to

KEITH J. EVANS, Chairman

Industrial Advertising Conference

Care Jos. T. Ryerson & Son, Chicago, Ill.

This advertisement made available through the courtesy of Industrial Power

PRINTERS' INK

Incorporated U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1004 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

London Office: 233 High Holborn, W. S. CRAWFORD, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$-75.

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NEW YORK, MAY 18, 1922

No Summer Slump

Figures, facts and statistics are available in almost every industry to prove that business generally is gathering momentum.

As told in another portion of this issue, a committee of men chosen by the President has been making a study founded on the successful efforts of practical manufacturers to anticipate the business cycle. This means that by next fall any manufacturer can get brass-tack information, which, if acted upon, will do much to mitigate the evils of the next boom and reaction, due, according to past experience, in seven to ten years.

But right now we face summer. Men will be apt to let down. It is vacation time, plans are de-

ferred, and in many industries sales efforts slacken. This summer is going to be different. The president of an international manufacturing company said last week that it is the most important summer for business in the last fifteen or twenty years. He is putting out a new product this summer to bridge the seasonal gap. "We want profits," he says, "but we also want to do our part in pushing business along at a time when, according to custom, we wouldn't make a new move." This man's idea applied to every man who manages a big organization is the immediate need of today.

The past has shown that the man who refuses to be bound by tradition can, to a great extent, control his seasons instead of letting them control him.

The toy maker, when he came to see that children played the year round instead of only at Christmas, made his sales efforts accordingly and took his industry out of the seasonal class.

For many years the clothing industry operated on the theory that people replenished their wardrobes in the spring and fall and paid no attention to clothing at any other time of the year. Once this idea was scotched, clothing ceased to be advertised, sold and bought spasmodically and most of the seasonal peaks and valleys were in this manner ironed out of the industry.

Business needs, this summer of all times, to put aside the tradition of a summer slump, to plan now for continuous sales. And we all need more ideas for better summer sales.

Runkel Brothers, Inc., make cocoa. It was always taken for granted that cocoa sales would slump in summer. But this company employed an ingenious woman and asked her to invent summer delicacies which contained cocoa. She studied the summer food and drink likes of the public at soda fountains, tea rooms and hotels. Then she invented some new drinks and food products. Cocoa snaps, cream rolls, almond cocoa and other new products made their appearance. They were

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then thoroughly merchandised and advertised. Runkel's Cocoa was pushed as an "all purpose" product, cold or hot—at the time when sales were supposed to be lowest, and summer sales jumped.

An immediate careful study of many other seasonal products would prove that the summer sales valley could be bridged by new ideas. Many a manufacturer can turn walnuts into peanuts by better selling, as the walnut growers did.

Few manufacturers face a similar problem with 90 per cent of their business concentrated in a few days of each year. Yet peanuts were sold and eaten the year round, why not walnuts?

A careful study of the industry, the creation of new uses and new public wants, solved a condition in this other food product which looked insurmountable.

A company making baseball bats balances its production and sales by the addition of kitchen chairs and tables. A maker of one style woman's garments found that by careful planning and adding dressing sacks, wrappers, kimonos, aprons, millinery specialties and garters, he could keep his factory busy all the year.

A manufacturer who found peaks and valleys in the milk-can business with a big seasonal demand in the spring, found he could make coal scuttles with the same machinery, and his added line has now come to be as important as the first.

There is a summer idea in almost every industry.

There are sales to be made every day this summer—and sales will be made by somebody. The hardware store doesn't put up its shutters in August. It pushes the sale of fishing and hunting equipment and camping outfits. There won't be any summer slump this summer for the manufacturer who mixes intense study about his product with imagination and sincere sales effort. If it is too late to get a new product ready it's never too late to apply a new selling idea. And it's never too early to start using a new idea to build sales, summer or winter.

The Small Advertiser

We have just received a letter from the president of a certain advertising agency in which he warmly commends PRINTERS' INK for the attention it gives the small advertiser. This man said that during the last few years many advertisers have acquired an exaggerated idea as to the amount of money needed for a successful campaign.

Frequently we hear a manufacturer say, "My account is very small. It only runs from \$50,000 to \$100,000. I cannot expect to accomplish much with such an appropriation." Advertisers who talk this way have a false notion of advertising.

There is no such thing as an advertising appropriation that is too small. Every appropriation is large enough to accomplish some definite objective. The appropriation is always adequate, regardless of its size, if it is in proportion to the task it is intended to put over. Obviously a manufacturer would have difficulty in breaking into New York with \$500, but he could put a smashing campaign in Newburgh, or Kingston, or Poughkeepsie with that amount. A manufacturer might not be able to make much of a dent in the national market with a \$5,000 appropriation, but he could put on a dominant business-paper campaign in his field with that amount. An appropriation that would be too small if it were scattered over several different kinds of mediums, would be large enough if it were concentrated in one type of medium. No appropriation, therefore, is too small if it is large enough to do its work. All the trouble arises because we sometimes try to make a boy-sized appropriation do a man's work. The boy isn't too small. He is large enough for his age. He will do well if he is confined to activities belonging to a boy.

Many good prospects must be frightened out of advertising because they have been led to suppose that only a company with a lot of money to invest in adver-

tising can succeed. They should be speedily disabused of the notion. Most of the very large advertisers of today started humbly enough. Their first investments in advertising were judiciously made. Through skilful management small appropriations accomplished much. But, above all, these companies continued to advertise. They did not endanger their original advertising investments through a hit-or-miss policy. Advertising is cumulative. First investments pyramid if the investment policy is wisely continued.

Then, too, many small advertisers are obliged to remain small advertisers because of the nature of their business. To say that these concerns should not advertise at all because their appropriations are not large enough would be utterly ridiculous. Hundreds of small businesses are profitable and successful, judged from every standpoint, simply because they do advertise.

After all, an appropriation must bear some relationship to the size of the business. Nearly every business, no matter how small, can and should do some advertising. The banana pedler might spend five dollars for an attractive sign and have it help his business in proportion as much as the million-dollar appropriation helps the business of the giant advertiser.

Making Advertising Converts

The American Importers of Spanish Green Olives, in an advertising campaign now running, is taking a step that should interest other associations of manufacturers and individual businesses that have never been able to see where co-operative advertising could be of benefit to their industry.

Ten members only are paying for this campaign, though there are as many more members in the association who are paying nothing. Those who pay get no special advantages over those who do not, other than the general advantages of advertising, for no

names are printed in the advertisements. Magazine and newspaper advertisements are signed "American Importers of Spanish Green Olives" and no other purpose manifests itself in the campaign but to describe the edible qualities of the fruit and why it is good for everybody to eat more of it.

The spirit in which the ten paying members of the association are undertaking to benefit the industry of which they are a part is one of enlightened self-interest. The incident furnishes an object lesson that should not be overlooked.

There are hundreds of trade associations today that are not advertising, and the reason many of them are not is because they include in their memberships large numbers of small concerns of which the greater part do not believe in advertising. Where it is true once that an immense business has been built up without advertising it is true ten thousand times that most small businesses are small because they do not advertise. When a small concern does not believe in advertising for itself it is most unusual for it to be in favor of advertising by its business associates, particularly if it has to pay a share of the cost.

Backward and ultra-conservative members there are and will continue to be in every association. Why need they hold back the more progressive members who believe in advertising and use it in their individual businesses? The American Importers of Spanish Green Olives has found a way to benefit its members and its industry through a programme of co-operative advertising. At the same time it has found a way to circumvent an obstacle that has proved to be an insuperable one in many associations and by the course it is following will no doubt more quickly convince its non-advertising associates that advertising pays.

One of the most effective ways to convert an unbeliever is to make him a participant, whether he will or not, in the believer's benefits.

—Why They Subscribed

4 out of every 5 boys subscribed because they saw a copy of **BOYS' LIFE** and it silently sold the subscription on its own merits.

Of this number: 4 out of every 10 subscribed because they had first seen a chum's copy.

1 in every 4 subscribed because a scoutmaster or other scout leader had recommended **BOYS' LIFE**.

Every 9th boy subscribed because he had read a copy in the library.

1 out of every 10 subscribed for **BOYS' LIFE** because of the advertisements he had seen of the magazine.

8 out of 50 boys received the magazine on their Birthday, at Christmas, etc., from parents.

"They subscribe because they want it"

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Avenue
New York, N. Y.

203 So. Dearborn Street
Chicago, Ill.

Research Man Wanted for Farm Paper

We want an experienced investigator who knows how to get unbiased data about selling opportunities—and knows what facts mean when he gets them.

He should have the viewpoint of the salesman, rather than of the statistician, and must be able to make a clear, convincing report, both in writing and in person.

Give full information in strict confidence, including salary expectations.

Address "J. P.," Box 55, care PRINTERS' INK.

CANISTERS

Containers are salesmen. And CANISTERS are salesmen of personality—

Their waterproof, fibre body, grease-proof parchment lining, and tight-fitting metal ends keep the contents in perfect condition. Canisters are ideal containers for all dry products—coffee, foods, spices, cleaning powders and chemicals. Canisters save packing costs.

Estimates and samples gladly furnished on request.

THE CANISTER CO. OF NEW JERSEY

Phillipsburg, N. J.
17 Battery Place, New York

Florida's Protest against Shipping Board Advertising

"Not long ago the Shipping Board in its advertisements," Kenneth L. Roberts says in an article on Florida under the title, "Tropical Growth" in *The Saturday Evening Post*, "emphasized the delights of winter travel in Europe. Instantly the watchful Floridians leaped to their feet with ear-piercing shrieks of protest. A Government bureau, they screamed, was taking the money of Florida taxpayers to advertise winter attractions in competition with their own. The entire State had never been so insulted in its life; and the wrathful cries which went forth traveled all the way to Washington and knocked unsightly chips from many of the capital's ivory domes. As a result the Shipping Board promised to change its policy, and the Floridians became calmer—though it is difficult for the outsider to see how the Shipping Board can advertise at all in the winter without entering into competition with Florida."

Becomes Sales Director with Chicago Agency

Milton F. Harris, formerly advertising director for Armour & Company, Chicago, and more recently Western manager in Los Angeles for the G. Logan Payne Company, Chicago publishers' representative, is now director of sales with the McCutcheon-Gerson Service, Chicago advertising agency. The McCutcheon-Gerson Service is handling the advertising of The Tire Replacement Corporation of North America, Chicago. This corporation is using newspapers and trade publications to advertise a tire guarantee which it is issuing on all standard makes of automobile tires.

New Cot Bed Advertiser

The Telescope Cot Bed Company, New York and Granville, N. Y., a new advertiser, plans to advertise its product in trade papers, sports publications and newspapers. The account will be handled by La Porte & Austin, advertising agency, New York.

David T. Campbell Joins Hamilton Agency

David T. Campbell, formerly secretary of the Osten Advertising Corporation, Chicago, has joined the J. R. Hamilton Advertising Agency, Chicago. Mr. Campbell will be general manager in charge of accounts with the Hamilton agency.

New Direct-Mail Service in Chicago

Edith M. Wetmore, Minerva J. Agur, and Elizabeth Worley, formerly with *Fashion-Art*, Chicago, announce the firm of Wetmore-Agur-Worley, to be located in that city, in a direct-mail advertising service.

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"First on Our List"

¶ "The results obtained from our initial insertion justify us in placing THE ROTARIAN at the head of our list of mediums to be used.

¶ "During the writer's twenty years' experience in advertising, the margin of profit resulting from one ad has never equaled the results produced by our first insertion in THE ROTARIAN."

¶ Some recommendation for

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO

Great Britain
Thos. Stephenson

Advertising Manager
Frank R. Jennings

910 So. Michigan Blvd., Chicago

6 So. Charlotte St., Edinburgh, Scotland

Subscription price: \$1.50 in U. S. A. and Cuba; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by the International Association of Rotary Clubs

Note: Name of advertiser furnished on request.

WANTED Advertising Writer

There is needed for our organization
another thoroughly experienced Adver-
tising Man with unusual qualifications

He must, first of all, be an able, ver-
satile, convincing writer—a man
with enough established successes
to his credit to mark him as having
arrived, and the ability and re-
sourcefulness to build on and sur-
pass his achievements.

He will have had the experience to
balance his judgment and give
weight to his opinions.

He will have the presence to meet
clients and impress them favorably,

and he will possess the depth to
hold their confidence once it has
been gained.

In return for ability and loyalty we
offer everything that a man of
the type we want can reasonably
ask.

Preference will be given to an
agency-experienced man.

All communications strictly confi-
dential.

Apply to: S. A. Conover, President

S. A. CONOVER COMPANY

99 Chauncy Street

Boston

Member: American Association of Advertising Agencies

The Little Schoolmaster's Classroom

CAPTAIN CAMMON, in Masefield's "Captain Margaret," tells his master of the old seaman's proverb of the "last ship." The pith of it is that every sailor looks back at his last berth as the best. No matter what manner of leaky, filthy tub carried him on his previous voyage, he always remembers it as a kind of nautical paradise compared to his present ship.

The Schoolmaster remembers a striking example of this "last ship" attitude as it worked out in a large office. This office for some years had used an antiquated billing device that was so old that the clerks spent most of their time grousing about it. The office manager finally decided to install a modern machine of the latest type.

No sooner were the new machines installed than the clerks began to develop acute nostalgia for the old ones. They preferred the old device to the attachment on the new machine. They liked the old inking mechanism far better than the new one. And so on, until the office manager was half tempted to discard the new machines and take back the old.

Of course, this is an exaggerated case of a not uncommon condition. It is a condition that every manufacturer who installs a new device has to face.

A member of the Class sends us an admirable letter calculated to take care of just this situation. The Groton Electrical Devices, Inc., manufacturer of Corona Airdry, a machine for automatically drying the face and hands, used in lavatories of large offices and factories, sends to employees of the concern where a new system is to be installed this letter:

DEAR SIR:

We are writing you as we are informed that you are associated with
—, to whom we have sold an in-

stallation of Airdry. It is our desire to have everyone who uses this machine understand how to use it properly and the benefits that result from its continuous use.

Airdry is a direct method of drying and unlike the towel which blots off the moisture and has to be dried later, we imitate the drying effect of the sun and the wind, as on the beach, and combine a very rapid flow of air with heat; this accomplishes the result.

Airdry has three distinct benefits. The first is the absolute sanitation. The second, the continuous twenty-four-hour service, and the third and most important, the drying of the pores thoroughly and bringing the natural oil to the surface of the skin; this will prevent chapping.

These machines are being used by many large concerns like the Travellers Insurance Co., Jordan Marsh Co. and all the department stores in Boston, also Belcher-Loomis Co., the Shepard Stores, the Boston Store and others in Providence.

The first impression is generally confusing as the flow of air, when the hands are wet, seems cold; this is evaporation—the air is always warm. Then the length of time for drying might seem quite long. To prove that it takes no longer than a towel to dry thoroughly, put a time test to each method and you will see our claim is correct. The average time for a dry is thirty-six seconds if directions are followed carefully.

In fairness to ourselves and your company we feel that we should write this letter, and in closing we hope that you obtain by proper and continuous use the full benefits that our machines can give.

Respectfully yours,

AIRDRY CORPORATION.

This letter, arriving the day the installation is made, is intended to sell each employee on the new Airdry. How well it does its work can be imagined. It is a fine example of overcoming the "last ship" danger in selling something that is to be used by large groups.

Now then, about this everlasting question of whether the price should be mentioned in general advertising. On the train one morning last week the Schoolmaster was unable to read his morning paper because one of his neighbors insisted on talking about storage batteries.



A FLEXLUME SIGN of Standardized Design

MANY large retailing organizations have found in the raised, snow-white glass letters of Flexlume Electric Signs a means of giving uniformity to their store fronts and at the same time "hooking up" their advertising right to the place where the goods are sold—the trade name in raised, Flexlume characters does the trick.

Artistic designs combined with advertising thought, greater reading distance, lowest up-keep cost—these are among the Flexlume advantages.

Let us send you a sketch showing a Flexlume to meet your particular merchandising problem

FLEXLUME CORPORATION

32 Kail Street

Buffalo, N. Y.

Flexlumes—Electric Signs Made Only By The Flexlume Corporation

The Lure of Lore



There's romance in rivets, rice or rubber. The Lure of Lore vitalizes copy. Have us storyize your business in periodical, paper or pamphlet.

SAMSON SERVICE
Strength in the Advertiser
Confidential Trust Bldg. Washington D.C.

WANTED A "National" Man

—by established New England agency. Must have successfully engineered at least one good-sized national account. A man of mature experience—likeable but aggressive—high minded but not high browed—able and willing to plan, write or solicit. Determined to stick and help BUILD. If he has New England connections, all the better. Write for appointment. "H. L.," Box 51, care of Printers' Ink.

Photographs For Direct Advertising

ACTUAL PHOTOGRAPHS GET YOUR MESSAGE ACROSS QUICKLY—GAIN ATTENTION—GET BIG RESULTS. 3½ x 5½ PHOTO CARDS JUST THE RIGHT SIZE FOR MAILING OR ENCLOSURES—ARE LOW IN PRICE

\$1000 to \$2500 per M
depending on quantity ordered

MINIATURE GUMMED PHOTOS tipped in on your letter-head give your sales letters life, interest and a personal touch that gets a reading. Added returns pay the cost a hundred times over! Price \$500 to \$1000 per thousand

WE WILL FURNISH SAMPLES

Send us 7 x 10 or 8 x 10 photographs and will furnish sample print without obligation on your part and suggest how this plan can be used to boost your sales

Photo Sales Service Corporation
733 JACKSON BLVD
Chicago 6

The neighbor—even as you and I and plenty of others in these days of income tax and other money-eating devices—had decided to make his old car do another year. But he wanted a new battery. The main thing he desired to know was how much a battery would cost. The Schoolmaster could tell him only approximately, because battery prices vary with different cars.

This morning Mr. Neighbor announced with apparent satisfaction that he is going to buy a Philadelphia Diamond Grid battery.

"What do you know about that battery?" the Schoolmaster asked.

"Nothing at all. But last night in one of the company's advertisements I learned exactly what it would cost me to buy a battery for a 1920 Cole. There was a list of all the standard cars and the battery price given for each. I don't care so much what a manufacturer thinks of his battery. The thing I wanted to know was how much the battery was going to cost me. The advertisement told me and thus saved me the trouble of calling up somebody or going to a garage for information."

The Schoolmaster submits this to the Class without comment other than to suggest that the incident seems to show that a man with something to sell ought to show in his advertising three things: What the thing is, what it looks like and how much he wants for it.

* * *

Several members of the Class have called the Schoolmaster's attention to the advertising pages of the fiftieth anniversary number of the *American Miller*. To those old-timers who remember advertising as it was a half-century ago anniversary issues that reproduce old advertisements are treats, indeed. It is comparable to thumbing over the family album. Long-forgotten memories of advertising "in the good old days" are revived and reminiscences provoked.

The newer generation sees in these historic pieces of copy a concrete illustration of the tre-

WANTED

\$25,000 Advertising Salesman

One of our clients has exclusive rights to trade marks and copyrights of a strictly non-competitive advertising sales builder. It calls for no service on the part of the salesman after the first sale is made.

No order under \$5,000.

Commission basis only.

Service sells to Wholesale Bakers and Syndicates.

Address for appointment

UNITED ADVERTISING AGENCY

1 WEST 34TH STREET, NEW YORK CITY

EVENING HERALD

LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION.

Government statement for six months ended March 31, 1922

average **146,233** daily

Representatives:

New York:	Chicago:
H. W. Melony	G. Logan Payne Co.
604 Times Bldg.	Suite 401, Tower Bldg.
	6 No. Michigan Ave.

Wanted Immediately

An Art Director

who is a *creative leader*; who can visualize strong selling ideas "while you wait." Must know where to get best finished art quickly. One whose slogan is "get things done." The opportunity is with one of the fastest growing agencies in America. Give complete details and salary expected. "R. D." Box 56, care of Printers' Ink.

TWO MAGAZINES FOR ADVERTISING MEN

NATIONAL ADVERTISING Magazine tells National Advertisers how to spend advertising appropriations to the best advantage in Newspapers, Magazines, Farm and Trade Papers; analyzes media and criticizes selling copy; monthly; send 50 cents for current number or \$3.00 for twelve months' subscription.

POSTAGE Magazine is devoted exclusively to Direct-Mail Advertising.

Tells how to write Letters, Circulars, Booklets, House Magazines; monthly; send 25 cents for current number or \$2.00 for twelve months' subscription.

15 to 22 East 18, New York

The Retail Coalman

A Consolidation of The Retail Coal Dealer,
The Coal Man and The Inland Operator.

The Only National Retail Coal Publication in North America Specializing on the Problems of the Retail Coal Merchant.

1535 MONADNOCK BLOCK, CHICAGO, ILL.

SALES-INSURANCE

Ever Hear of It?
Have You the Proper

SLOGANS, TRADE-MARKS, DESIGNS,
COPYRIGHTS, COLOR PRINTING?

DO YOU NEED ORIGINALITY?

Do you reach your public in proportion to
sales expenses and advertising?

WRITE US TODAY

**MAXWELL
SERVICE BUREAU**

14 E. Lexington Street, Baltimore



So this is a visualizer!

I MAKE rough visualizations or layouts which forcefully interpret ideas. I create advertising ideas, or develop yours, in rough sketch form, reflecting unusual style, originality and selling appeal. Many large national advertisers have used my services for developing a Complete Advertising Campaign, a Booklet, a Catalog, or even a Trademark—and at terms that were always pleasant.

If you like, I can advise you on the purchase of finished drawings, copy, engravings, and can supervise the printing—often at a substantial saving in cost.

Send for "Treating 'em Rough" which gives a rather rough idea of how I may serve you. Or better still, ask me to call.

DAVID B. HILLS

Formerly Art Director for

H. K. McCann Co. Hoyt's Service, Inc.

L. C. Pedlar, Inc. Street & Finney, Inc.

49 West 37th Street, N. Y. Fitz-Roy 1569

mendous progress advertising has made in a little more than two decades. As for the individual at whom the copy is aimed the very fact that the Barnard & Leas Manufacturing Company, for example, has been advertising continuously in the *American Miller* since the first issue, and is taking two pages in the anniversary number to announce it, casts a certain halo around that company that one always unconsciously associates with pioneers. A sense of security is the natural result of being told that the N. P. Bowsher Company has been using printers' ink since 1873. One cannot help feeling that a company that has been employing space for so many years must be thoroughly reliable. Otherwise it would surely be represented by a headstone in the business graveyard.

There are other advertisers in this issue of the *American Miller* who reproduce advertisements that were run when paid publicity was in swaddling clothes. The manufacturer who is starting in business today, or who began just yesterday, may well take this to heart, for fifty years from now he, or his descendants, will be proud to be able to point to a piece of copy that ran in the year 1922. What is more, they are going to find that the reproduction of an advertisement fifty or one hundred years old by a "going" concern does not go by without its just rewards.

* * *

It is a curious fact, frequently observed by philosophers, that the human animal is inclined to take his serious pursuits on the whole rather lightly, and to regard his pleasures and his hobbies very seriously indeed. A chance inaccuracy with reference to his business or profession is likely to be passed over with a tolerant smile, but woe to the rash individual who betrays technical ignorance of stamp collecting, or trap shooting, or the ancient and honorable game of golf! Call a radial drill a turret lathe, and you may get away with it, but don't confuse a putter with a cleek unless you are prepared to have your ignorance

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held up to well-merited scorn. The proverbial lioness robbed of her whelps has nothing on your true golfer who feels that proper deference is not being paid to the honor and dignity of the game.

Thus, the Schoolmaster has a letter from an ardent (and somewhat irate) devotee of the links, with reference to the advertisement of Gabriel Snubbers reproduced on page 77 of PRINTERS' INK for March 16. To the eye of a Philistine (such as your Schoolmaster, for example) that advertisement presented merely a rather impressionistic drawing of a golf course, with sundry gentlemen in the customary prayerful attitudes which seem appropriate to that setting. Far be it from so, however, in the eyes of the *cognoscenti*. In the first place, it is pointed out that, though the headline reads "Some Mashie Shot!" the club in the hand of the player is *not* a mashie. Further:

"He is holding the club incor-
rectly.

"He is swinging it incorrectly.

"He is standing incorrectly.

"The man in front of the player would not be tolerated by a golfer of any common standing. He is too near the player.

"It would be worth the life of the two caddies to move when the man was playing up to a green.

"The poor fish in the checked suit behind the player would be shot on the spot if he moved when a player was playing toward the green.

Aside from that, however, it appears that the picture is quite all right. "Why read the copy when there are so many errors in the illustration?" the letter inquires, and the Schoolmaster gives it up. What is the answer any-
way?

Manchester "Mirror" Has New Owners

The Manchester, N. H. *Mirror* has been purchased by John H. Fahey, owner and publisher of the Worcester, Mass., *Evening Post*. Mr. Fahey was formerly publisher and owner of the Boston *Traveler*, now merged with the Boston *Herald*. He will continue to publish the Worcester *Post*.

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents in the largest producing and marketing centers the American Lumberman effectively

COVERS LUMBER FIELD

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field. Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

PETROLEUM AGE

Including
PETROLEUM

The back-bone of the successful advertising campaign in the oil industry.

Semi-Monthly—1st and 15th of each month
28 E. JACKSON BLVD., CHICAGO
Eastern Office: 56 W. 45th St., New York
Members of A. B. C.

MEAT PACKING

A Five Billion Dollar Industry

Census of 1920 shows
Annual value of products, \$4,346,390,000
Annual cost of materials, \$3,774,961,000
Number of packing establishments, 1,205
(Does not include 4,000 firms manufacturing by-products, whose source of supply is the packing plant.)

Think of the machinery, equipment and supplies needed to carry on this industry.
The HEADS of the packing houses read THE NATIONAL PROVISIONER. There is your REAL BUYING POWER—the men who control expenditures.

THE NATIONAL PROVISIONER

407 So. Dearborn St. Chicago, Ill.

ADVERTISERS

The Printwell combination mail card and return envelope (pat. pending) brings back the order and the cash. The cost is low.

Advertising Service
Press
113 Court St.
New Haven, Conn.

WE KNOW! FOREIGN LANGUAGE NEWSPAPER ADVERTISING

Our knowledge of the foreign language field is unsurpassed. Let us prove this to you as we have to others.

ALEXANDER WOLSKY, Inc.

"28 Years a Foreign Language Service"
Publishers' Representatives

110 West 40th St., New York Bryant 6181

House Magazines

To any company contemplating the use of a customers' house magazine, we will gladly send a copy of *The William Feather Magazine* and samples of publications we are now producing for our customers. An economical and effective service—in use fifteen years

The William Feather Company
605 Caxton Building, Cleveland, Ohio

BRAINS FOR RENT

\$7800 A YEAR

"Visualization" Box 53
Printers' Ink

BREADY, BRADSHAW & SCANLAN

Publishers' Representatives

Covering Illinois, Wisconsin, Michigan, Indiana, Ohio, and adjacent territory desire two or three more high-grade publications.

Address: 208 North Wabash Ave., Chicago, Ill. Phone Cent. 3878.

Chicago Trade Publication Wants New York Representative

A thoroughly high-grade Chicago trade publication wants a New York representative. Prefers a man representing one or two other high-grade trade papers. A man with architectural or engineering knowledge will be given preference. Address "A. H.," Box 43, care of Printer's Ink.

Made Advertising Manager of Wahl Company

C. C. Lovelace, who has been assistant advertising manager of The Wahl Company, Chicago, manufacturer of Eversharp pencils and Wahl fountain pens, has been made advertising manager of the company. He succeeds H. A. Vernon, who has become sales and advertising manager of the Art Lamp Manufacturing Company, Chicago, manufacturer of Almco decorative floor and table lamps.

Doublene Oil Account with Chicago Agency

The Doublene Oil Company, Chicago, manufacturer of automobile lubricants, has placed its advertising account with the Harry C. Maley Company, Chicago, advertising agency. A campaign is being planned that will probably include newspapers and agricultural publications.

"Cab News" Names New York Representative

Cab News, Chicago, has appointed E. C. Miles as New York representative. Mr. Miles was formerly with the editorial staff of the McGraw-Hill Co., Inc., New York, and has most recently been business manager of the *Journal of Accountancy*, New York.

National Motors Account with Charles H. Fuller Co.

The Charles H. Fuller Company, Chicago, advertising agency, will handle the advertising account of the National Motor Car and Vehicle Corporation, Indianapolis. No definite plans have been completed for this account.

Joerns Agency Has Toy Cab Account

The Arnold Joerns Company, Chicago, advertising agency, is handling the advertising for toy yellow cabs, a small iron novelty toy manufactured by the Arcade Manufacturing Company, Freeport, Ill.

Arkin Cuts for every purpose

1 FREE Big cut book—chock full of ideas—hundreds of cuts that help sell goods. Send \$1 for book—this \$1 is credited on first \$3 cut order.

Arkin Advertisers Service, 422 S. Wabash Ave., Dept. 17, Chicago



"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

500 Things to Sell by Mail—Remarkable publication. Workable suggestions. Loose-leaf, cloth binder. Prepaid \$1.00. Walhamore Company, Lafayette Building, Philadelphia, Pa.

Sell Women by Mail—Until June 25th you may secure our tested, guaranteed list of 5,000 members for \$40 C. O. D. Wisconsin League of Women Voters. Address Irma Wallace, 869 Hackett Ave., Milwaukee.

Printing Plants and Businesses

Bought and Sold
Printers' Outfitters
CONNER, FENDLER & CO.
New York City

PRINTER, with medium-size plant, is looking for a man who controls a certain amount of trade, and wants to make change for more suitable quarters with better facilities, as to make production cheaper. To such a man we are open to make an attractive proposition. Kindly write full particulars. Box 325, Printers' Ink.

FOR SALE—Complete addressing outfit consisting of Elliot Addressing Machine, motor attached. Two 35-drawer stencil cabinets. Improved stencil cutting machine. 3000 stencils, assorted colors. Entire outfit in excellent condition. Exceptional opportunity to secure a complete addressing outfit at small cost. If interested, write American Trade Publishing Company, 287 Broadway, New York City.

PUBLIC SPEAKER

BUSINESS PROPAGANDIST

Now engaged with one of the largest concerns of its kind in the world making talks throughout the country before leading

Chambers of Commerce

Rotary Clubs

Kiwanis Clubs

and other business and civic organizations

WILL CONSIDER CHANGE

If interested in this, the highest class, most subtle, and comparatively least expensive method of direct publicity—

Address

PUBLIC SPEAKER, Box 340, care of Printers' Ink.

Wanted—Mail-order merchandise. Articles for the home; standard items or job lots. Should be good quality and moderately priced. Prefer goods with literature prepared for our imprint. Box 313, Printers' Ink.

BUSINESS OPPORTUNITY

Small Trade Journal for Sale

About 1,000 subscribers, monthly advertising about \$125. Can be built up. Excellent opportunity for capable manager with a small capital to buy on good terms. Address Box 311, Printers' Ink.

WHO WILL FINANCE IT!

Inventor holding patents on revolutionary brick-concrete building process and which will reduce cost by trebling production seeks party to finance early stages of organizing parent company. Subsidiaries will do manufacturing. Product will be an advertising prospect equal to well-known building materials. Box 343, P. I.

HANG UP YOUR HAT

TURN ON THE POWER

Modern Printing Plant
Profitable Business
Centrally Located
Efficiently Equipped

Monotype, Linotypes, 3 cylinder presses, 4 jobbers, Miller feeder, Kelly press, folder, finishing outfit. Excellent composing room, with well-laid-out office. All for less than inventory value. Terms if desired, liberal discount for cash. ALL for Forty Thousand Dollars. Particulars of A. B. C., Box 326, P. I.

A BUNCH OF AMERICAN BEAUTY PONY TWO-REVOLUTION PRESSES

of various makes and sizes:
Miehle—26x34, 29x41 and 33x46
Babcock—26x32, 27x39 and 28x41
Whitlock—26x31, 27x40 and 29x43
Century—25x31, 25x35 and 30x42
Scott—24x36; pretty fair
Campbell—27x41; not so good
Pre-War Prices and Terms
The Pony Press is a Money-Maker
and a Forerunner of a Profitable
Cylinder Press Room
CONNER FENDLER & CO.,
96 Beekman Street,
New York City

HELP WANTED

Radio Trade Paper Representative wanted. New section devoted to radio in an established trade paper. Representatives wanted in Chicago and New England territories. Box 318, P. I.

Not an Ordinary Stenographer

But girl who likes business books and magazines, will be interested in a vacancy as stenographer and assistant in an office where books are sold by mail and two little magazines are edited. Chicago organization. Address Box 338, Printers' Ink.

Wanted, Salesmen—Must be experienced in selling commercial printing to counties, banks, etc.; must give A-1 references as to ability. Also state salary desired. Bismarck Tribune Co., Bismarck, N. Dak.

ASSISTANT MANAGER for printing office, thorough knowledge of estimating, purchasing of paper, material, etc. Unusual chance for advancement. Address Box 324, care of Printers' Ink.

COMPOSITOR

Pyson Printers Incorporated require a man, particularly interested in a high quality of workmanship. Write or call. 122 East 32nd Street, New York.

Advertising Solicitor Wanted—Young, experienced man on small morning daily. City of 30,000, New York State. Must have experience and ability to get and hold business and render service to advertisers. Pleasant, permanent position. Address Box 321, Printers' Ink.

Wanted, Salesmen—Only high class need apply. Experience in and knowledge of signs, bulletins, novelties, premiums, outright and service sales. To sell everything in advertising. A real proposition. Commission basis. Salary advanced against same. Crystal Advertising Company, Zanesville, Ohio.

ADVERTISING ASSISTANT

A national advertiser with general offices in Pittsburgh wants an assistant advertising manager. An excellent opportunity for advancement. Salary to start \$1800 a year. Ability as copy writer and some knowledge of engraving, printing, sales systems, etc., required. Address Box 312, Printers' Ink.

REPRESENTATIVE

EXCLUSIVE TAXICAB MAGAZINE, field surging with business, carries 70 pages advertising initial May number, wants live representation in Pittsburgh, Buffalo, Indianapolis, St. Louis, Kansas City, Omaha, Minneapolis, Atlanta, Birmingham, Memphis, New Orleans, Denver and San Francisco. Let's go! CAB NEWS, 5 North Wabash, Chicago.

Young man wanted by busy advertising agency to handle newspaper orders and forwarding. Must have had similar experience. Some knowledge of engravings, rates, checking, etc., desirable. State age, experience, references and salary now earned to Box 329, Printers' Ink.

FREE OFFICE RENT

National trade directory about to open offices in

New York	Atlanta
Chicago	San Francisco
	Toronto

desires to correspond with seasoned "free lance" experienced solicitors to follow up "local leads" for advertising on commission basis. Work confined to semi-annual seasons of about two months each. Address, with full particulars, Box 323, care Printers' Ink.

Wanted—Advertising manager for daily newspaper. Must have had experience in similar capacity in city of 40,000 to 75,000. Must be first-class in every respect, with executive ability, initiative and constructive ideas. Address Box 310, Printers' Ink.

ADVERTISING SALESMEN who can sell newspaper space to retail merchants. Willing to spend time in cities under 100,000 population. Real good opportunity for men who can produce. Give age, references, and business records. Box 320, Printers' Ink.

WE WANT A MAN

WE ARE A LONDON FIRM commanding the market in England and France in our product. *We want a man* with a sound grip of the fundamentals of business building.

His experience must cover real live advertising, planning and development of sales, manufacturing and merchandising, productive organization. He must be able to enthuse, sell and develop a market.

We want this man to have courage and initiative enough to start small and carve his own future with us.

To such a man we offer the executive-ship of our American House.

Your full story, please, and terms. Strictly confidential.

Box 341, care of Printers' Ink.

MISCELLANEOUS

SLOGANS—CAR CARDS—ETC.

Paul, the Poet's business verse
Is pithy, pointed, apt and terse.
Good rhymes to commerce he can link—
Address him, care of Printers' Ink.

House-organs, folders, booklets, etc. Well-equipped concern doing work for New York firm for many years can take additional work. High-class; prompt delivery, close co-operation. STRYKER PRESS, Washington, N. J. Phone 100.

POSITIONS WANTED

Secretarial Position Wanted

Young lady experienced in newspaper advertising and printing wishes position as secretary to big executive. Box 337, Printers' Ink.

A SERVICE TO YOUR CLIENT

I want to connect with an Advertising Agency who would consider giving their Retail Clients a complete service—Window Trimming and Show Cards. 11 years' experience; can also write copy; will furnish own equipment. Box 317, P. I.

Direct Advertising Service

Executive Will Consider Change

A master craftsman of Printing de Luxe, creator and supervisor of general direct-mail advertising. A combination typographer, designer, copy writer, art and engraving buyer. Box 332, Printers' Ink.

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FREE-LANCE COPY WRITER
Chief of big N. Y. agencies 8 years.
Expert. Exceptionally effective copy on
every subject. Reasonable. Box 331,
Printers' Ink.

ADVERTISING SOLICITOR
Many years' experience, desires to be-
come Eastern representative for West-
ern trade paper of good circulation.
Commission. Box 330, Printers' Ink.

PUBLISHERS, ATTENTION!
Your advertising space can be sold. I
have the proven ability to sell it. (Em-
ployed at present).

"LET'S GET TOGETHER"
Advertising Solicitor, Box 314, P. I.

WRITER OF TECHNICAL COPY
With actual engineering experience as
a background desires connection with
agency or advertiser. Intimate knowl-
edge of typography, layout, artwork
and engraving; contact and research
work. Age 27, college graduate, Gen-
tile. American. Box 335, Printers' Ink.

EXPORT SALES MANAGER
Export executive, many years' expe-
rience, abroad and here, knowing power
of advertising, can develop foreign
market for progressive manufacturer.
Age, 40. First-class references and
connections. "Printers' Ink" reader
for 20 years. Box 319, Printers' Ink.

EFFECTIVE SALES LETTERS
Expert on result-getting sales letters,
pamphlets and direct-by-mail campaigns
is open for part-time or individual
commissions.

Moderate charges. Advertiser has
served some of the largest concerns in
this country and without obligation will
be glad to call on you and talk it over.
Box 334, Printers' Ink.

ARTIST

of proved ability, versatile and
thoroughly experienced in handling
advertisers' art work in any me-
dium, desires permanent connection
with reliable organization; New
York or vicinity; possibly accounts
secured. Box 316, Printers' Ink.

Architect of Advertising

Man in his middle thirties, with 15
years' experience, 5 of them as art de-
partment head for one of America's
greatest advertisers, seeks a position
where his talents and experience may
have full scope. He can create real
ideas at the drawing-board, and see
them through to the finished plate.
Specializes in bold, incisive newspaper
and magazine display, and is thoroughly
conversant with every phase of Letter-
ing and Designing from labels of 24-
Sheet Posters. Exceptionally well qual-
ified to obtain best results from half-
tone, line or benday. Work and more
of it is what he wants; Gentile. Best
of references. Address Box 328, care
of Printers' Ink.

WE CONNECT THE WIRES

OVER TWENTY YEARS we
have conducted a service bureau
for employers and position seek-
ers in the Advertising-Publishing
field. Our lists include men and
women fitted for positions up to the
highest responsibility in advertis-
ing, publicity and sales depart-
ments of trade journals, agencies,
mercantile and manufacturing
concerns. Registration free; no
charge to employers.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLDG., SPRINGFIELD, MASS.

COPY WRITER—Excellent vocabulary,
using good English; writer of interesting
copy. Available immediately. Moderate
salary to start. Young woman; varied
experience. Box 339, Printers' Ink.

A Reliable Stenographer - Secretary

Experienced young woman, alert, eager
to get into a busy agency. Box 342,
Printers' Ink.

ADDRESSED TO PUBLISHERS

Ten successful years prove I can should-
er entire responsibility for any or all
the following: Advertising and Circu-
lation Promotion; Research; Printing
and Makeup, and then some. Box 333,
Printers' Ink.

ARTIST, IDEA MAN, EXECUTIVE

New York artist now with leading
Canadian concern; does dummies, lay-
outs, designs, illustrations; experienced
national campaigns. Convincing refer-
ences; specimens; salary \$60. Address
Box 327, Printers' Ink.

THOROUGHLY EXPERIENCED EXECUTIVE

Advertising sales manager, special writer,
copy man, house-organ editor, analyst,
and investigator. About 40, married,
splendid personality, exceptional refer-
ences. Now employed. Go anywhere.
Prefers Chicago or Middle West. Box
344, Printers' Ink.

CIRCULATION DIRECTOR

A thoroughly trained execu-
tive, now employed, wants
to make a change.

Seven years with one or-
ganization.

Want connection with
paper having 40,000 or more
circulation. Salary \$5,000.00.

Box 322, Care Printers' Ink

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Outdoor Advertising

NATION-WIDE

110,000,000
CIRCULATION

DEALER EFFECT

—that comes from *intensive*
effect in the dealer's market,
repetition that assures sus-
tained help, and *permanence*
that inspires confidence—
one of 12 advantages of

OUTDOOR ADVERTISING

Thos. Cusack Co.

CHICAGO

HARRISON
LOOMIS &
CONGRESS STS.

NEW YORK

BROADWAY
FIFTH AVE.
AT 25TH ST.

BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS

DURING the first four months of 1922 The Chicago Tribune printed 35% of all the advertising carried by the six Chicago papers. The figures for the two leading papers follow:

Tribune 28,233 columns
News 19,191 columns

It is also significant that during this period The Tribune, as compared with the first four months of 1921, **GAINED** 3,064 columns, while The News **LOST** 1,043 columns.

Sunday, May 7, 1922, The Tribune carried more than 800 columns of advertising—the largest volume in its history exclusive of such special issues as the Automobile Show editions. April was the greatest month in Tribune history in volume of advertising.

As The Tribune's phenomenal power to produce results for advertisers becomes more generally recognized, The Tribune becomes more and more obviously "FIRST in Chicago."

The **TRIBUNE**
is first in
Chicago